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ABSTRACT

The major objectives of this study of adult information needs in Indiana were: (1) to gain some understanding of present and future needs of the business and industry, agriculture and labor sectors of Indiana's economy, (2) to determine and evaluate how these sectors now meet information needs and (3) to explore the information-acquiring habits of the general public, their willingness to pay for library services, and their opinions of present services and changes which could be made. The conclusions of the study, which can serve as a model for public libraries throughout Indiana, indicate that the public library has little relevance to the information needs of the adult population. The well-educated housewife is the major user, few men make use of the library and the library is not meeting the self-education or reference functions set as its major reason for existence. New approaches and operating techniques must be tried or the public library will become an extension of the public schools or a publicly subsidized recreational service for the well-educated housewife. (AB)

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Report Number Three

of the

Indiana Library Studies

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Director and General Editor

A STUDY OF ADULT INFORMATION NEEDS IN INDIANA

by

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CHAPTER 1

INTRODUCTION

This study of adult information needs in Indiana was started in the late spring of 1968 and took nearly a year to complete. Many sectors of our society were studied in relation to the library services now being provided to determine the adequacy of the services and to identify areas where services could be enlarged or developed. The study is practical in its orientation, particularly with regard to the interpretation of its findings and the development of the conclusions. Thus, even though it has a strong research base that often borders on the theoretical, the results should have practical application. Although the recommendations will be of particular importance to the Indiana State Library, their significance should be almost as apparent to individual public libraries throughout Indiana.

Objectives

The major objectives of the study are:

1. to gain some understanding of the present and future needs of the business and industry, agriculture, and labor sectors of Indiana's economy;

2. to determine and evaluate the manner in which these economic sectors now meet their information needs; and

3. to explore the information-acquiring habits of the general public (both users and nonusers of the public library system), their willingness to pay for library services, their attitudes toward the adequacy of the services now offered by the public library, and changes they would like to see made in the operation of the system.

One can see from the objectives that the emphasis of this research is on the identification and understanding of needs, and this makes it unique among Indiana Library Studies. Hopefully, once these needs are understood libraries can identify those materials and services that they are in a unique position to supply to the public. An immediate goal of the study is to assist in the development of enabling legislation for presentation to the 1971 session of the Indiana General Assembly.

As the informational needs of our society become more complex and immediate, libraries must become more professional in nature and grow in importance as a system. As Mr. Peter Hiatt, director of the Indiana Library Studies, has pointed out, "it seems obvious that the Indiana State Library will be called on for greater responsibilities and deeper involvement in Indiana library development than at any time in the past." Mr. Lyman S. Ayres, a member of the Indiana State Library Board, has indicated that one of the three functions of the state library is to play a prominent role in the development and coordination of libraries throughout Indiana. Thus the Indiana State Library must assume its logical role of leadership in the improvement of services and communication between the public libraries and the various segments of Indiana society. It is hoped that the results of this study will aid in accomplishing this goal.

Peter Hiatt has commented that "the focus of the Indiana Library Studies is not really on libraries, but rather on people." This statement is particularly true for the present study.

Organization

The study is divided into four major areas: (1) general public, (2) business and industry, (3) agriculture, and (4) labor. It is, in effect, a study of the major adult markets for the services of public libraries.

Each of these markets has its own individual needs and characteristics; yet common needs and characteristics prevail. Therefore, each market will be examined individually, and then the combined effect will be evaluated.

This report is divided into five chapters. Chapter 1 summarizes the purpose and organization of the study; Chapter 2 is devoted to an analysis of the information needs of the general public; Chapter 3 considers the information needs of the business and industrial community; Chapter 4 combines the analysis of the needs of agriculture and labor; and Chapter 5 is devoted to a discussion of the general overall conclusions.

Methodology

The basic methodological problem of this project was to develop practical techniques for obtaining facts and data about the needs and attitudes of the groups studied. Since a census was obviously impractical, the basic approach had to be a sample survey. However, since different groups of people with different needs were involved, the approach had to be modified somewhat for each group. A general overview of the methodology used will be given in this chapter; specific techniques will be discussed in the next three chapters in relation to the groups they were used to reach.

A sample survey formed the basis of this study. The survey was augmented by two other techniques that assisted in developing a meaningful survey--a thorough search of relevant literature and the use of two consumer panels.

Literature Search The literature search provided background information and ensured that this study did not duplicate previous efforts. The search revealed that relatively little research had been conducted into business

and consumer needs and attitudes regarding public library services. The approach used in this study was relatively unique; most other studies in other states focused on the library itself. The literature search provided the researchers with a useful perspective, particularly from the standpoint of what had not been done. Some of the more worthwhile readings and studies are discussed in Chapter 3 because many of them were concerned with the business community.

Consumer Panels With the help of the Walker Research Agency of Indianapolis, two consumer panels were set up in Indianapolis. One panel consisted of people who had used the library within the previous six months (the user panel) and the other was composed of people who had not made use of the public library or its services for at least six months (the nonuser panel). The participants were selected at random.

The panels were run with three basic objectives in mind: (1) to gain insight into what the attitudes and needs of people were regarding the services of the public library, (2) to see what differences in attitudes existed between recent users and nonusers of the public library; and (3) to assist in the development of the questionnaire for the sample survey. Specific questions discussed by the panels included: How do you use the library? Could libraries do a better job? How about accessibility? Do libraries cost too much for what they provide for society? Would you be willing to pay for library services? What long-range opportunities do you see for public libraries? A complete summary of the two panel discussions is provided in Appendix A.

Sample Survey The success of the sample survey depended on obtaining a sample that represented the various groups to be studied within Indiana. After considerable discussion and research, it was decided that the sample

should be stratified by city and that an effort would be made to include cities of varying sizes. Because of significant differences in the effectiveness of Indiana's library systems, an effort was made to see that cities with various degrees of per capita expenditures were represented. In the end the cities were selected by the researchers on a judgmental basis. The only other solution would have been to take an extremely large sample, but the cost of such a sample was prohibitive.

With the above considerations in mind, ten cities were used for the sample survey for both the business and the consumer sectors: Indianapolis, Anderson, Vincennes, Washington, Fowler, Fort Wayne, Muncie, Elkhart, Rochester, and Brownstown. Indianapolis was chosen because it is the largest city in the state, and to exclude it would probably bias the sample in favor of less-urbanized areas. Fort Wayne was selected because of its population size (approximately 200,000) and because, unlike Gary, the only other Indiana city of comparable size, it lacked external business influences such as those created by Chicago. The remaining eight cities were selected in pairs, with each member of a pair having approximately the same population, but differing significantly in the per capita expenditures on public libraries. All geographical areas of the state were included in the sample. Cities that are greatly influenced by cities in neighboring states were excluded.

The ten cities were used as a basis for drawing a sample for both the business and the consumer phase of the study. Obviously, the cities could not be used for the agriculture phases, and a separate sample was taken from the farmer population of the state as a whole. The labor phase consisted of personal interviews with a sample of labor leaders who were selected from Indianapolis.

There were two basic questionnaires developed--one to be sent through the mail and the other to be used for telephone interviews. Modifications of these questionnaires were used in personal interview follow-ups and for discussions with labor leaders.

Analysis and Interpretation

Each sector within this report is analyzed on the basis of the results pertaining to that particular sector. Thus, each is interpreted individually. The final chapter will assess the results in order to draw overall conclusions. The combined effect of these results should, hopefully, influence the development of our public library system.

Limitations of the Study

Any researcher who completes a study always wishes he could have done more. However, usually because of the limitations of time and money, he must be satisfied with something less than perfection. Such is the case with this study. The authors feel that both the sample and the results are representative of the state as a whole. However, they fully realize that except for those specific cities included in the sample, the study represents no single library system. Therefore, in many cases a given librarian would have difficulty applying the results to his particular library.

Another limitation is that many aspects of a library's functioning cannot be put into cold impersonal facts and statistics. Libraries are very personal creations to many people, particularly to those who use them regularly. People who cared about what the library did or did not do cared very much. When combining aggregate data or answers, the amplitude of feelings is lost; in a study of this kind the loss is unfortunate. Thus, while a majority of the people seldom, if ever, use the library, the

facility could play a very important role in the lives of the ones that do. There is no way to portray the feelings of this group statistically.

A third limitation is that the researchers have stopped short of presenting the usual, rather specific recommendations. As the study director has indicated, this research was focused on people and not libraries. We have tried to present conclusions on the way people in different sectors of our society use and need public library services. However, it would be presumptuous of us to propose future changes without a better understanding of the philosophical base upon which the library is founded and the practical factors governing its operations. Those trained in library science must take these conclusions and interpret them in terms of meaningful recommendations for the future. We hope that the study will provide the basis for those qualified to develop imaginative recommendations for a future of opportunity and challenge.

CHAPTER 2

INFORMATION NEEDS OF THE GENERAL PUBLIC

The opinion survey of the general public was designed to explore the public's reading habits, their willingness to pay for library services, their attitudes toward the adequacy of the services now offered by the public library, and changes they would like to see made in the operation. The survey also had as a goal the identification of consistent adult library users and how they differ, if at all, from the general public.

The survey consisted of two random samples, one of which was drawn from a population of library users and the other from the general public. Users of the library were identified as those familiar with adults who have used the public library or who had borrowed books from public libraries during the 60 days previous to the selection of the sample. The sample designated "general public" consisted of a random sample drawn from the telephone directories of selected cities. Personal interviews were conducted of 290 library users and of 906 members of the general public, for a total of 1,196 interviews in ten cities throughout the state. (The process of selecting the ten cities was discussed in Chapter 1.)

As preparation for the questionnaire design and to assess group reactions to various questions about public libraries, two panel discussions of ten women each were conducted (and recorded) at the Walker Research Agency of Indianapolis. One panel consisted of users of the public library and the the other of nonusers. A summary of the sessions is included as Appendix A to this report.

The field survey was conducted by telephone by the Walker Research Agency. The questions were grouped into three areas. First, we identified both the user and the general public samples according to various demographic and sociological characteristics of the interviewees. We collected information on years of schooling and age of the husband and wife, number of children, occupation of the head of household, and access to library facilities. The second group of questions was concerned with the attitudes of the users and the general public about various aspects of local library services. The final group of questions was oriented toward the financing of public libraries. For example, we tried to ascertain whether the respondent knew how libraries are currently financed, how much they cost, and whether the respondent would support some sort of user charge for library services.

A substantial portion of the questionnaire used the Likert scale for responses. This method involves making a statement about various aspects of library services and then offering the following responses to the interviewee: (1) strongly agree, (2) agree, (3) undecided, (4) disagree, (5) strongly disagree.

In part I of this chapter, data will be provided on the average city responses to the survey. In most cases the averages used are the medians of the ten city responses. Each median was selected as the appropriate measure of central tendency to avoid possible undue influence from any one city on the statewide average. The use of the median, of course, precludes the frequency distribution percentages from totaling 100 percent for any given question.

In part II of this chapter we discuss individual city variations from the statewide averages. Part III analyzes the questionnaire responses by head-of-household occupation of the respondents, and part IV categorizes the questionnaire results by educational level of the respondents. Chapter 5 of this report summarizes the results of the public opinion survey and draws conclusions from the research findings.

PART I--STATE AVERAGE RESPONSES

For presentation purposes, the results of the survey responses are presented in three sections. First we examine the socioeconomic characteristics and reading habits of the average library user vis-à-vis the average member of the general public. Next, maintaining the same user-general public division, we review the responses of the two samples to the questions concerning attitudes toward library services. Finally, we present the opinions of the two samples with regard to the financing of public libraries.

Characteristics and Usage

The results of the sample survey leave little doubt that the adult users (as defined in our study) of our public libraries in Indiana differ in many respects from the average Indiana resident. The differences show up mainly in the socioeconomic characteristics of the survey respondents; however, there even appear to be slight differences in the age distribution (Table 1) of the two groups. Substantially fewer of the adult library users fall into the "under 25" age group than one would expect, given the age distribution of the general public. Among the adult males in the study (typically the husband), a higher percentage of the library users were in the 35-to-45 age bracket than occurred in the general public sample.

In terms of family size, the users and the general public were essentially the same. Both reported having, on the average, between two and three children (the means were 2.60 children for the users and 2.65 for the general public).

Table 1

Age Distribution, Adult Male

	Library Users	General Public
Less than 25	3.9%	7.5%
25 - 35	17.2	17.7
35 - 45	32.7	21.7
45 - 55	15.9	18.4
55 - 65	12.7	13.5
65 and over	14.0	13.8

Age Distribution, Adult Female

Less than 25	13.8%	20.4%
25 - 35	19.4	18.4
35 - 45	26.7	21.6
45 - 55	15.5	20.3
55 - 65	10.7	10.2
65 and over	8.7	9.1

Table 2

Education, Husband

	Library Users	General Public
Less than 7 years	0.0%	1.6%
7 - 12 years	34.5	64.7
13 - 16 years	40.9	27.1
Over 17 years	22.5	7.8

Education, Wife

Less than 7 years	0.0%	0.0%
7 - 12 years	45.5	69.7
13 - 16 years	45.1	26.1
Over 17 years	8.2	1.6

The education of the husband and wife (Table 2) and the occupation of the head of household (Table 3) proved to be quite different in the two samples. Among the husbands in the library-user group, 40.9 percent had completed between one and four years of college while 22.5 percent had more than four years of college. In the general public sample, the percentages were 27.1 percent and 7.8 percent, respectively. Of the wives in the library-using families, 45.1 percent had some college education and 8.2 percent had more than four years of college. The wives in the general public sample reported 26.1 percent with between one and four years of college and 1.6 percent with more than four years of college.

A similar pattern showed up in the occupation of the heads of household. A much higher percentage of the library users came from families where the head of household was employed in the higher-status employment groups, although this was more pronounced in some cities than in others.

A series of questions was posed to the survey respondents of both samples about the reading habits of the family. Most studies that have asked direct questions concerning the amount of reading engaged in by the interviewee have encountered "puffed up" answers and there is little doubt that this survey is no exception. The tendency of some respondents (presumably because of the prestige enjoyed by those who read widely) is to report a greater amount of book reading than is actually accomplished. However, the differences between the two samples should provide some insight into the comparative reading patterns of the two groups. The reported number of books read per month are given in Table 4 for the users and general public for both the husband and the wife.

Table 3

Occupation, Head of Household

	Library Users	General Public
Unskilled	21.0%	53.6%
Skilled	13.8	13.7
Clerical	0.0	0.9
Managerial/Self-employed	13.8	10.8
Professional	19.1	8.9
Retired	18.4	15.4

Table 4

Number of Books Read per Month, Husband

Number Read	Library Users	General Public
0	41.4%	60.2%
1	6.3	12.6
2	6.7	7.8
3	6.9	4.6
4	6.9	4.0
5	4.8	2.0
6	6.1	1.8
7	0.0	0.0
8	3.1	0.0
9 and over	12.0	3.4

Number of Books Read per Month, Wife

0	11.0%	38.3%
1	10.6	15.6
2	10.1	16.8
3	0.0	8.2
4	9.1	6.5
5	4.3	2.8
6	8.1	2.7
7	0.0	0.0
8	5.6	0.0
9 and over	26.3	4.2

Among the husbands, 41.4 percent of the users and 60.2 percent of the general public reported their average number of books read per month as zero. At the other end of the distribution, 12 percent of the user husbands and 3.4 percent of the general public husbands reported reading nine or more books per month. The wives of both samples were heavier readers than the husbands. Only 11 percent of the library-user wives and 38.3 percent of the general public wives reported no book reading on a monthly basis, while 26.3 percent of the user wives and 4.2 percent of the general public wives claimed they read nine or more books per month.

The significance of these statistics, in the relative if not the absolute sense, is the documentation of the intuitive observation that both the husband and wife of the families categorized as library users are heavier readers than the average members of the general public.

Another question posed to the survey respondents dealt with the number of books usually borrowed per month from the public library (Table 5). Significantly, 82.7 percent of the general public husbands and 70.2 percent of the wives reported no use whatsoever of the public library. What is more, 52.6 percent of the user husbands and 19.5 percent of the user wives reported no regular monthly borrowing from the public library. At the other end of the scale, 7.3 percent of the user husbands and 24.3 percent of the user wives reported borrowing nine or more books per month.

Surprisingly little difference is found between the two samples in the number of books purchased during the month preceding the interview (Table 6). Forty-three percent of the users and 53.8 percent of

Table 5

Books Borrowed per Month from Public Library, Husband

Books Borrowed	Library Users	General Public
0	52.6%	82.7%
1	13.3	5.5
2	6.9	3.3
3	0.0	4.5
4	3.4	1.1
5	3.1	1.5
6	5.2	0.0
7	0.0	0.0
8	2.3	0.0
9 and over	7.3	1.5

Books Borrowed per Month from Public Library, Wife

0	19.5%	70.2%
1	9.4	10.4
2	8.1	7.1
3	2.0	3.5
4	11.4	3.9
5	4.0	0.0
6	8.1	0.0
7	0.0	0.0
8	7.4	0.0
9 and over	24.3	1.9

Table 6

Number of Books Family Purchased Last Month
(Arithmetic Means of City Responses)

Books Purchased	Library Users	General Public
0	43.7%	53.8%
1	9.7	9.5
2	17.9	11.1
3	10.4	8.6
4	7.9	6.0
5	4.3	3.8
6	3.2	3.0
7	0.0	0.5
8	1.4	1.2
9	0.0	0.3
10	1.4	2.1

Number of Magazines Family Purchased Last Month
(Arithmetic Means of City Responses)

Magazines Purchased	Library Users	General Public
0	7.6%	15.4%
1	3.6	6.6
2	12.4	10.9
3	13.2	14.8
4	16.4	16.5
5	12.0	10.0
6	12.4	9.6
7	2.8	5.6
8	11.2	4.7
9	2.0	1.3
10	6.4	4.5

the general public reported that no books had been purchased. The remainder of the frequency distribution for both samples was very similar. The same pattern prevailed in the number of magazines purchased during the previous month, although twice as many members of the general public (15.4 percent versus 7.6 percent) reported no purchases of magazines.

The survey also asked those respondents who used the library to state their major reason for this usage. The results for the average husband and wife in both samples are given in Table 7. It is significant to note from the table that 85.7 percent of the heaviest adult users (the user wife) of the public libraries stated that their usage was primarily for entertainment purposes. In the case of the general public wife who uses the public library, 66.3 percent of her usage is also reported as being for recreational reading.

The predominant category of usage for the husband in both samples was also recreational reading (user, 61.4 percent; general public, 48.4 percent), with reference usage receiving the second largest listing (user, 16 percent; general public, 20 percent).

The two final survey questions that involved respondent characteristics concerned the geographic proximity of the sample respondents to library facilities. The first question identified the distance from the respondent's home to the nearest public library, and the second determined whether the interviewees were served by a bookmobile. The frequency distributions of the answers to these questions are shown in Table 8. There seems to be very little difference between the two samples in geographic availability of library services.

Table 7

Major Reason for Using the Library, Husband

	Library Users	General Public
Entertainment	61.4%	48.4%
Reference	16.0	20.0
Business information	12.9	13.0
Self-education	11.3	16.7

Major Reason for Using the Library, Wife

Entertainment	85.7%	66.3%
Reference	4.1	16.5
Business information	0.0	1.0
Self-education	9.8	16.7

Table 8

Proximity to Nearest Library

	Library Users	General Public
Within walking distance	37.0%	25.0%
Less than 15 min. drive	47.0	52.0
15-30 min. drive	14.0	17.0
Over 30 min. drive	0.0	2.0
Don't know	0.0	0.0

Served by Bookmobile

Yes	31.2%	29.0%
No	65.5	58.4
Don't know	8.1	11.0

Opinions of Libraries and Library Services

This section of the survey was designed to assess the general attitudes of the survey respondents toward public libraries and their value to the community. In all cases a statement about public libraries was made to the interviewee and the Likert scale of response was offered.

The questions in this section fall into three groups: general evaluation of the public library as an institution, comments on performance of the librarian, and miscellaneous questions about particular library services. The overall impression received from respondents concerning the value of the library is that most Indiana residents hold public libraries in high regard. This is true of both the general public and the user samples, although the users generally rated the library somewhat higher than did the members of the general public. The specific questions asked and the responses given are shown in Table 9.

The questionnaire posed three statements that reflect, to some extent, the interviewee's evaluation of the performance of the local librarian. The first statement was: "Librarians generally are helpful in answering questions and in assisting in the location of information." Thirty-eight percent of the users and 22.7 percent of the general public registered strong agreement with the statement, while 48 percent of the users and 73 percent of the general public indicated agreement.

The second statement was concerned with the public information activities of the librarian. The specific statement was: "Librarians have generally done a poor job of acquainting the general public with the book selections, information, and services that are available in the library." The user and general public samples responded as follows:

Table 9

Attitudes Toward the Library as an Institution

	Library Users	General Public
Libraries are of much more use to people now than they were 20 years ago.		
Strongly agree	38.0%	22.7%
Agree	53.0	59.7
Undecided	0.0	6.3
Disagree	1.4	9.0
Strongly disagree	0.0	0.0
The atmosphere of public libraries is generally unfriendly and cold.		
Strongly agree	1.4%	1.4%
Agree	5.0	9.4
Undecided	0.0	8.2
Disagree	60.2	69.2
Strongly disagree	25.0	10.0
Libraries are a more important source of information than television.		
Strongly agree	46.5%	26.2%
Agree	43.5	58.3
Undecided	4.0	5.0
Disagree	2.0	8.1
Strongly disagree	0.0	0.0
Libraries are a more important source of information than radio.		
Strongly agree	33.2%	15.2%
Agree	53.0	70.4
Undecided	4.0	6.1
Disagree	2.3	7.0
Strongly disagree	0.0	0.0
Libraries are a more important source of information than newspapers.		
Strongly agree	19.5%	8.0%
Agree	36.2	50.3
Undecided	14.1	14.2
Disagree	23.1	23.5
Strongly disagree	0.0	0.0

Table 9 Cont.

	Library Users	General Public
Libraries are a more important source of information than movies.		
Strongly agree	56.5%	32.5%
Agree	40.2	62.0
Undecided	0.0	0.5
Disagree	0.0	3.5
Strongly disagree	0.0	0.0
Libraries are a more important source of information than magazines.		
Strongly agree	26.0%	11.1%
Agree	53.3	71.0
Undecided	14.0	8.0
Disagree	3.4	9.4
Strongly disagree	0.0	0.0
When you consider all phases and aspects of public libraries, they are doing an outstanding job.		
Strongly agree	28.2%	20.0%
Agree	58.0	72.0
Undecided	0.0	4.0
Disagree	0.0	4.0
Strongly disagree	0.0	0.0

Table 10

Books Borrowed by Wife Compared with Number Borrowed if 60¢ Charge Were Instituted

	Library Users		General Public	
Number Borrowed*	Current	60¢ Charge	Current	60¢ Charge
0	19.5%	57.0%	70.2%	75.0%
1	9.4	11.3	10.4	6.5
2	8.1	11.0	7.1	8.3
3	2.0	4.5	3.5	2.6
4	11.4	7.1	3.9	3.9
5	4.0	1.5	0.0	0.0
6	8.1	1.3	0.0	0.0
7	0.0	0.0	0.0	0.0
8	7.4	0.0	0.0	0.0
9 and over	24.3	0.0	1.9	0.0

*Average per month.

Users		General Public
2.0%	strongly agree	8.0%
33.0	agree	33.5
8.2	undecided	10.0
38.5	disagree	43.3
8.0	strongly disagree	4.0

The third question was only indirectly applicable to librarians in that it asked for comments on the selection of books at the public library. The statement was: "If the selection of books at the library were better, more people would use the public library." The responses were:

Users		General Public
3.4%	strongly agree	3.0%
32.0	agree	31.2
9.0	undecided	12.4
53.0	disagree	51.1
3.4	strongly disagree	2.0

In summary, then, the attitude of the respondents regarding three questions was that libraries generally do a good job although they fall down somewhat in letting the public know what they have to offer. (It is also interesting to note that over half the respondents believed the book selection in the library had little bearing on how many people used the library facilities.)

The third set of questions in the general opinion phase of the survey dealt with such matters as parking, the effects of proximity to library services on use of the library, and the card catalogue.

The matter of adequate automobile parking space is, of course, a local problem and statewide averages may be meaningless. For whatever it is worth, however, about one-half of the respondents felt that parking was a problem at their local library. In response to the

question concerning the effects of library proximity on their use of the library, 39 percent of the users and 58 percent of the general public believed that they would make more use of the library if it were located nearer their residence.

The question about the card catalogue system was worded as follows: "More people do not use the library because the card catalogue system is too complicated and it is difficult to locate books." The response to this statement indicated most interviewees did not consider this to be a problem. Only 15 percent of the users and 18 percent of the general public agreed or strongly agreed with the statement.

Of the final two questions in the "miscellaneous" category, one was perhaps too obtuse an attempt to assess the effect of paperback books on reading habits. The statement posed was: "The fact that paperback books are readily available in supermarkets and other stores has <u>not</u> affected the usage of the public libraries." The response was:

Users		General Public
0.0%	strongly agree	0.0%
40.3	agree	35.1
14.3	undecided	11.0
47.0	disagree	47.3
0.0	strongly disagree	2.4

Clearly, a sizable share of both groups believed that the advent of "easy access" paperbacks did have an impact on library use.

The final question in this section solicited the opinion of the interviewees as to how active libraries should be in trying to attract persons who typically make little use of public libraries. Seventy-two percent of the users and 65 percent of the general public stated that libraries should make special efforts to reach these persons.

Opinions Concerning the Financing of Public Libraries

The financial part of the public opinion survey generally fell into three types of questions. First, questions were posed to find out how much the respondents knew about the way in which public libraries are financed; second, opinions were solicited as to how libraries should be financed; and lastly questions regarding possible user charges were asked to see how they might alter the book borrowing behavior of the respondents.

It seems clear that most people know very little about the funding of local library operations. The following responses were received to the statement, "The major source of funds for operating local libraries come from:"

Users		General Public
10.5%	state taxes	9.2%
0.0	charges to book users	2.6
55.2	local property taxes	31.6
0.0	federal taxes	2.0
33.2	don't know	52.2

An even smaller percentage of the respondents had any idea of the magnitude of expenditures involved. Responses to the question, "Would you say that the total cost of operating your local library is about equal to the cost of" were as follows:

Users		General Public
2.6%	the police department	1.1%
0.0	the fire department	0.0
3.4	an elementary school	0.0
0.0	more than any of the above	2.3
25.5	less than any of the above	37.8
42.8	don't know	56.0

The questions concerning who should pay for library services drew an interesting pattern of responses. When the statement, "Most benefits from public libraries accrue only to those who use the libraries" was offered, the consensus was that users were the primary recipients of the benefits (although 30 percent in both samples disagreed with the statement). The frequency distribution was:

Users		General Public
9.0%	strongly agree	1.2%
57.0	agree	61.0
1.4	undecided	9.0
29.3	disagree	30.0
0.0	strongly disagree	0.0

On the other hand, when the statement, "Libraries should consider making charges for all books they lend and services they render," was offered, 79 percent of the users and 58 percent of the general public opposed user charges. The frequency distribution was:

Users		General Public
0.0%	strongly agree	0.8%
8.0	agree	35.1
7.4	undecided	12.4
55.0	disagree	49.2
24.1	strongly disagree	9.0

A second apparent inconsistency between benefits and charges showed itself in the response to the statement, "The state should help local governments pay for public libraries." If one believes that most benefits from libraries accrue to the local users, then logically one would also believe that users, and perhaps local taxes, should pay most of the costs of providing library services. Yet 63 percent of the users and 64 percent of the general public stated that state taxes should be used to help support local libraries. The reason for this type of response, however,

more than likely has nothing to do with tying "who benefits" to "who pays." Instead it probably stems from widespread dissatisfaction with the level of local property taxes.

The final question in the opinion survey was an attempt to gain some insight into the "demand" effects of instituting a user charge for books borrowed from the public library. The question was: "If libraries charged 60¢ per book for each two week period, how many books would you borrow in an average month?" Table 10 shows the response to this question and compares the distribution with the earlier reported answers on how many books the wife now borrows per month.

Assuming the estimates are reasonably accurate (perhaps a heroic assumption), the 60¢ charge would sizably reduce borrowing by the user sample. On the other hand, book borrowing by the general public sample presumably would not be much affected if the public libraries charged 60¢ per book for a two-week rental.

PART II--VARIANCES AMONG THE CITIES

A second aspect of the study involved examining the survey responses by size of city and by library expenditures per capita. For this purpose, only those questions that conceivably might be influenced by either of these variables were considered. While it was not anticipated that much definitive information would result from this rather tentative approach, the hope was that some testable hypotheses could be developed for further exploration at another time.

Response by City Size

The cities were divided by population size into two groups, one labeled "large" and the other, "small." Those cities classified as large were Indianapolis, Fort Wayne, Elkhart, Muncie, and Anderson; those classified as small (under 25,000) were Washington, Brownstown, Fowler, Rochester, and Vincennes. Within these two groups the user and general public samples continue to be separately identified. As in part I of this chapter, the frequency distribution values reported are medians.

Characteristics and Usage The only age variable considered in relation to the size grouping was the average age of the wife. As can be seen from Table 11, the age distributions of the user and the general public wives in the large cities were almost identical. However, in the small cities the library users were more concentrated in the 25-to-45 age bracket than would be expected, given the age distribution of the general public.

Table 11

Socioeconomic Characteristics

	Library Users*		General Public*	
Average Age of Wife	Large	Small	Large	Small
Less than 25	13.3%	14.3%	15.9%	25.0%
25-35	22.7	16.0	21.3	11.5
35-45	26.7	26.7	22.8	19.0
45-55	18.2	7.1	18.6	22.0
55-65	9.3	13.3	9.7	15.0
65 and over	9.3	8.0	8.6	9.5
Occupation: Head of Household				
Unskilled	21.2	20.8	38.2	57.7
Skilled	13.1	14.3	12.0	15.4
Clerical	1.0	0.0	0.9	0.0
Business	16.7	8.3	15.7	7.7
Professional	19.2	15.4	10.7	6.0
Retired	15.8	20.0	15.5	15.4
Education of Husband				
Less than 7 years	0.0	0.0	1.2	4.7
7-12 years	30.4	36.4	54.4	68.8
13-16 years	46.9	36.4	31.1	20.0
17 and over	20.6	25.0	10.6	4.8

*Classified by city size.

The occupation variable displayed the same general pattern as that reported in part I. Library users in both the large and small cities were more concentrated in the higher skill occupations than was true of the public at large. This tendency, however, was more pronounced in the smaller than the larger cities.

Given the correlation between the education of the husband and wife shown earlier, only the husband's education is reported in this section. Again, it is obvious that the library users come from more highly educated families than do the members of the general public. In the large cities, 67.5 percent of the user husbands had completed some college, while in the small cities 61.4 percent had schooling beyond high school. In the general public sample this was true of only 41.7 percent of the husbands in the large cities and 24.8 percent in the small cities.

Classification of the number of books typically borrowed per month by city size (Table 12) resulted in virtually no differences from those reported for all cities. The frequency distribution of borrowings was about the same, and the size of the city seemed to have little effect on the percentage of the adult public making use of the library. A similar situation existed with regard to the question of type of library use (Table 13), with the exception that the husband in the library-using family in the small cities apparently makes more use of the reference and business information collections than does this counterpart in the larger cities.

Table 12

Number of Books Borrowed per Month, Husband

Number Borrowed	Library Users*		General Public*	
	Large	Small	Large	Small
0	51.4%	57.1%	83.0%	90.0%
1	13.5	0.0	7.3	5.0
2	6.7	7.1	3.9	0.0
3	0.0	0.0	1.1	0.0
4	4.0	0.0	0.9	2.0
5	2.8	14.3	0.9	0.0
6	6.7	0.0	0.7	0.0
7	0.9	0.0	0.0	0.0
8	2.7	0.0	0.7	0.0
9 and over	8.0	0.0	1.6	0.0

Number of Books Borrowed per Month, Wife

0	20.0%	14.3%	69.0%	71.4%
1	12.0	6.7	8.8	11.5
2	11.1	4.0	7.1	3.8
3	0.0	4.0	3.2	4.0
4	10.8	13.3	2.7	0.0
5	4.0	4.0	0.7	0.0
6	4.5	13.3	0.0	0.0
7	0.0	0.0	0.0	0.0
8	8.0	6.7	1.1	0.0
9 and over	29.7	20.0	2.0	0.0

*Classified by city size.

Table 13

Major Reason for Library Usage, Husband

	Library Users*		General Public*	
	Large	Small	Large	Small
Entertainment	57.9%	60.0%	46.7%	50.0%
Reference	13.7	20.0	20.0	20.0
Business information	5.9	28.6	20.0	0.0
Self-education	9.5	12.5	13.3	20.0
Other	0.0	0.0	0.0	0.0

Major Reason for Library Usage, Wife

Entertainment	87.5%	80.0%	56.0%	66.7%
Reference	3.3	6.7	16.2	16.7
Business information	0.0	0.0	2.0	0.0
Self-education	9.5	11.8	20.0	16.7
Other	0.0	0.0	0.0	0.0

*Classified by city size.

Library Evaluation Table 14 shows the responses, categorized by city size, to some of the general questions about public libraries. In most instances, city size had no apparent affect on the attitudes of the survey respondents. However, there were a few exceptions that perhaps are worthy of mention. The users in the large cities seemed somewhat more favorably inclined toward the library as an institution but were slightly more critical about certain aspects of library service than were the small city users. The biggest difference between the two groups arose in response to the statement that libraries have generally done a poor job acquainting the public with available library services; both the users and the general public in the large cities had a much higher percentage agreeing with this statement than did the small city interviewees.

Library Finances Three questions from the financial part of the survey were categorized by city size: the question about who received most of the benefits from public libraries, the statement to the effect that libraries should charge a user fee for their services, and the question asking whether the state should supply financial aid to local libraries. The responses to these questions, by city size, are shown in Table 15.

The differences in response to the "who benefits" and "user charge" inquiries were related to city size in the first question and were a function of whether the respondent was a user or a member of the general public in the second question. The large city respondents in both samples were stronger in their opinion that library users received most of the benefits from public libraries. However, in response to the second question, the city size differential faded, and differences were wholly

Table 14

Opinions about Library Services

	Library Users*		General Public*	
	Large	Small	Large	Small
Libraries are of much more use to people now than they were 20 years ago.				
Strongly agree	43.2%	13.3%	21.3%	24.0%
Agree	48.6	84.0	62.0	66.0
Undecided	5.6	0.0	6.5	3.8
Disagree	0.0	4.0	6.1	10.0
Strongly disagree	0.0	0.0	0.0	0.0
Librarians generally are helpful in answering questions and in assisting in the location of information.				
Strongly agree	56.5%	24.0%	26.5%	16.0%
Agree	40.0	76.0	68.1	80.8
Undecided	2.7	0.0	2.7	0.0
Disagree	0.0	0.0	0.0	0.0
Strongly disagree	0.0	0.0	0.0	0.0
The atmosphere of public libraries is generally unfriendly and cold.				
Strongly agree	3.3%	0.0%	1.7%	0.0%
Agree	8.3	0.0	9.2	9.5
Undecided	1.9	0.0	8.8	5.0
Disagree	56.0	64.3	68.4	70.0
Strongly disagree	22.7	35.7	9.8	6.0
When you consider all phases and aspects of public libraries, they are doing an outstanding job.				
Strongly agree	32.0%	21.4%	22.0%	18.0%
Agree	56.0	71.4	68.1	75.0
Undecided	3.3	0.0	5.3	3.8
Disagree	0.0	0.0	3.9	4.0
Strongly disagree	0.0	0.0	0.0	0.0
If the selection of books at the library were better, more people would use the public library.				
Strongly agree	10.0%	0.0%	3.5%	0.0%
Agree	35.1	28.6	32.4	30.0
Undecided	9.1	6.7	14.1	8.3
Disagree	48.0	57.1	47.5	57.1
Strongly disagree	5.4	0.0	1.7	3.8

*Classified by city size.

Table 14 Cont.

	Library Users*		General Public*	
	Large	Small	Large	Small
Libraries have generally done a poor job of acquainting the general public with the book selections, information, and services that are available in the library.				
Strongly agree	6.7%	0.0%	2.7%	2.0%
Agree	35.1	20.0	41.7	19.2
Undecided	10.0	0.0	11.8	4.0
Disagree	37.0	53.3	35.1	50.0
Strongly disagree	8.0	7.1	3.0	8.0

*Classified by city size.

Table 15

Opinions Related to Library Financing

	Library Users*		General Public*	
	Large	Small	Large	Small
Libraries should consider making charges for all books they lend and services they render.				
Strongly agree	0.0%	0.0%	0.9%	0.0%
Agree	8.1	7.1	28.1	40.0
Undecided	8.0	0.0	14.2	4.0
Disagree	45.9	71.4	42.2	52.0
Strongly disagree	44.0	14.3	13.7	2.0
Most benefits from public libraries accrue only to those who use the libraries.				
Strongly agree	10.0%	0.0%	4.4%	0.0%
Agree	58.3	53.3	66.4	55.0
Undecided	3.3	0.0	7.3	10.0
Disagree	22.7	42.9	19.6	30.0
Strongly disagree	0.0	0.0	1.3	0.0
The state should help local governments pay for public libraries.				
Strongly agree	10.8%	4.0%	4.5%	11.5%
Agree	52.0	64.3	57.5	68.0
Undecided	20.0	14.3	23.5	15.4
Disagree	16.7	14.3	15.1	6.0
Strongly disagree	1.9	0.0	1.1	0.0

*Classified by city size.

attributable to the user-general public categorization. A greater share of the general public in large and small cities felt users should be charged for services rendered. The final question concerning whether the state should help pay for local libraries drew sizable affirmative responses from both large and small cities, although a slight edge in percentage of favorable responses lies with the smaller cities.

Response by Per Capita Expenditures for Libraries

The cities were also divided into two groups according to their per capita expenditures for public libraries to see if there were discernible response differences that might be related to the expenditure variable. The cities placed in the high per capita expenditure category were Fort Wayne ($6.25), Muncie ($3.97), Elkhart ($5.41), Rochester ($4.06), and Fowler ($4.95). Those falling in the low expenditure per capita group were Indianapolis ($3.82--a borderline case), Anderson ($1.79), Vincennes ($1.60), Washington ($1.54), and Brownstown ($1.70). The questions included in this response category were the same as those considered by city size.

Characteristics and Usage The age, occupation, and education characteristics of the two samples, categorized by high and low per capita expenditures, are shown in Table 16. As was the case earlier, the major variance here is attributed to the user-general public breakdown. The classification of the cities according to the amount they spend on libraries was essentially unrelated to the socioeconomic characteristics of the respondents. One item did turn up that may be worthy of further exploration. This was the inordinately high proportion of retired persons in the low per capita expenditure user classification, as compared with

Table 16

Socioeconomic Characteristics

	Library Users*		General Public*	
Average Age of Wife	High	Low	High	Low
Less than 25	13.3%	14.3%	15.9%	21.1%
25-35	22.7	16.0	19.2	12.0
35-45	26.7	14.3	20.4	22.8
45-55	14.3	16.7	18.6	22.0
55-65	12.0	9.3	9.8	11.5
65 and over	6.7	28.6	11.5	7.9
Occupation: Head of Household				
Unskilled	28.6	19.4	52.6	55.4
Skilled	19.0	13.1	15.4	12.0
Clerical	0.0	1.0	0.6	1.8
Business	13.3	14.3	8.2	11.6
Professional	19.2	15.4	12.7	6.0
Retired	15.8	41.7	15.5	12.0
Education of Husband				
Less than 7 years	0.0	0.0	1.2	2.0
7-12 years	30.4	36.4	61.9	68.8
13-16 years	40.9	40.9	28.6	25.6
17 and over	22.2	22.7	11.0	4.9

*Classified by per capita expenditures.

what one would expect from the occupation distribution of the general public.

The statistics on library usage, as can be seen from Table 17, were not at all effected by the expenditure classification. However, with regard to the question (Table 18) concerning reasons for library usage, a greater percentage of library-using husbands in the high expenditure cities listed reasons other than entertainment as their major category of use than was true of the low expenditure cities.

Library Evaluation and Finances The responses to the general evaluation questions and finance questions are given in Tables 19 and 20. Again it seems clear that the per capita expenditure for libraries had little effect on the responses given to the survey questionnaire.

Table 17

Number of Books Borrowed per Month, Husband

Number Borrowed	Library Users*		General Public*	
	High	Low	High	Low
0	53.3%	53.7%	80.8%	90.5%
1	14.3	13.0	7.7	4.8
2	6.7	12.0	3.8	0.0
3	0.0	0.0	0.0	0.9
4	4.5	1.9	1.6	0.9
5	3.3	2.8	0.5	0.0
6	6.7	2.7	1.1	0.0
7	0.0	0.9	0.0	0.0
8	3.3	1.9	0.9	0.0
9 and over	6.7	7.1	1.8	0.0

*Classified by per capita expenditures.

Table 18

Major Reason for Library Usage, Husband

	Library Users*		General Public*	
	High	Low	High	Low
Entertainment	54.5%	66.7%	46.7%	50.0%
Reference	28.6	11.1	19.2	20.4
Business information	18.2	5.9	20.0	0.0
Self-education	14.3	10.0	20.0	10.0
Other	0.0	0.0	0.0	0.0

Major Reason for Library Usage, Wife

Entertainment	80.0%	87.9%	66.0%	66.7%
Reference	6.7	2.0	16.2	16.7
Business information	0.0	0.0	4.0	0.0
Self-education	9.5	10.1	20.0	10.9
Other	0.0	0.0	0.0	0.0

*Classified by per capita expenditures.

Table 19

Opinions about Library Services

	Library Users*		General Public*	
	High	Low	High	Low
Libraries are of much more use to people now than they were 20 years ago.				
Strongly agree	36.0%	43.2%	25.0%	21.3%
Agree	53.3	48.6	57.3	66.0
Undecided	0.0	0.0	6.5	6.0
Disagree	0.0	2.8	10.0	8.0
Strongly disagree	0.0	0.0	0.0	0.0
Librarians generally are helpful in answering questions and in assisting in the location of information.				
Strongly agree	60.0%	40.5%	23.1%	18.4%
Agree	40.0	56.8	73.1	75.4
Undecided	0.0	2.7	2.0	1.8
Disagree	0.0	0.0	0.0	0.0
Strongly disagree	0.0	0.0	0.0	0.0
The atmosphere of public libraries is generally unfriendly and cold.				
Strongly agree	3.3%	0.0%	0.0%	1.8%
Agree	8.0	4.0	5.9	12.0
Undecided	0.0	1.9	8.7	7.0
Disagree	56.0	64.3	70.8	68.4
Strongly disagree	22.7	35.7	9.8	7.0
When you consider all phases and aspects of public libraries, they are doing an outstanding job.				
Strongly agree	32.0%	24.3%	25.9%	18.0%
Agree	56.0	59.5	68.1	76.0
Undecided	0.0	0.0	3.9	3.8
Disagree	0.0	6.5	2.7	6.3
Strongly disagree	0.0	0.0	0.0	0.0

*Classified by per capita expenditures.

Table 19 Cont.

	Library Users*		General Public*	
	High	Low	High	Low
If the selection of books at the library were better, more people would use the public library.				
Strongly agree	6.7%	0.0%	2.2%	3.5%
Agree	28.0	37.0	30.0	32.4
Undecided	6.7	13.5	14.1	9.5
Disagree	56.7	40.7	54.6	47.5
Strongly disagree	0.0	4.0	2.0	1.7
Libraries have generally done a poor job of acquainting the general public with the book selections, information, and services that are available in the library.				
Strongly agree	0.0%	4.0%	2.7%	2.6%
Agree	30.0	35.1	31.9	40.0
Undecided	9.1	8.0	11.4	9.5
Disagree	40.0	37.0	46.9	38.1
Strongly disagree	8.0	7.1	4.9	3.0

*Classified by per capita expenditures.

Table 20

Opinions Related to Library Financing

	Library Users*		General Public*	
	High	Low	High	Low
Libraries should consider making charges for all books they lend and services they render.				
Strongly agree	0.0%	0.0%	0.0%	0.9%
Agree	0.0	10.2	39.8	33.3
Undecided	8.0	0.0	13.5	11.3
Disagree	71.4	45.9	50.0	48.3
Strongly disagree	18.2	45.9	9.7	8.0
Most benefits from public libraries accrue only to those who use the libraries.				
Strongly agree	10.0%	2.7%	0.0%	2.3%
Agree	56.7	58.3	60.3	61.4
Undecided	0.0	2.8	10.0	7.3
Disagree	30.0	21.6	26.1	23.8
Strongly disagree	0.0	0.0	0.0	0.0
The state should help local governments pay for public libraries.				
Strongly agree	6.7%	10.8%	4.5%	4.7%
Agree	54.5	57.1	59.8	58.8
Undecided	20.0	18.9	23.5	21.7
Disagree	14.3	14.3	11.5	15.1
Strongly disagree	0.0	0.0	0.0	1.8

*Classified by per capita expenditures.

PART III--RESPONSE BY OCCUPATION GROUP

The previous sections have analyzed the responses according to the basic classification of cities; while we reported group averages, the averages were medians of city responses. In this section we cut across city lines, using occupation of the head of household as the basic classification of the survey responses. However, we do maintain the separate identity of the library user and general public samples.

As previously noted, the basic occupational groupings used in the study are unskilled, skilled, clerical, managerial/self-employed, professional, and retired. Because of the small number of clerical head of household respondents, we have grouped the clerical respondents with those classified as skilled. We, therefore, report five employment categories in this section.

Library Usage

The statistics on library usage, by occupational classification, are shown in Table 21 for both husband and wife. It is clear from these tables that the higher skill occupational groups make more use (as reported) of the public libraries than those classified in the blue collar-type occupations. This was true of both the user and the general public samples and for both the husband and the wife. Among the user husbands in the unskilled category, only about 39 percent reported usually borrowing at least one book per month. In the professional classification, 65 percent reported borrowing at least one book. In the general public sample 89.8 percent of the husbands in the unskilled classification borrowed no books, while 71.1 percent of those classified as professionals reported no library borrowing. The same

Table 21

Number of Library Books Borrowed per Month, Husband

Books Borrowed	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
0	61.4	52.8	41.4	35.6	48.1	89.8	81.5	77.3	71.1	89.3
1	8.8	5.6	17.2	18.6	7.7	3.1	9.2	10.7	13.2	3.6
2	5.3	16.7	13.8	8.5	5.8	2.6	1.7	4.0	6.6	3.6
3	1.8	2.8	3.4	0.0	1.9	0.8	0.8	2.0	2.6	0.9
4	7.0	2.8	1.7	1.7	3.8	1.0	1.7	1.3	3.9	0.0
5	1.8	2.8	10.3	8.5	0.0	0.3	0.0	1.3	0.0	0.9
6	0.0	5.6	1.7	6.8	9.6	0.5	1.7	1.3	0.0	0.0
7	0.0	0.0	1.7	1.7	3.8	---	---	---	---	---
8	1.8	8.3	1.7	3.4	3.8	1.0	0.8	0.7	0.0	0.9
9 & over	12.3	2.8	6.9	15.3	15.4	0.8	3.3	1.3	2.6	0.9

Number of Library Books Borrowed per Month, Wife

0	21.1	14.0	12.1	16.9	17.3	73.1	72.3	68.7	56.6	76.8
1	14.0	2.8	15.5	5.1	13.5	9.4	7.5	10.7	17.1	6.3
2	10.5	5.6	8.6	13.6	3.8	6.5	5.8	7.3	14.5	4.5
3	1.8	8.3	5.2	8.5	5.8	4.4	3.3	3.3	0.0	3.6
4	10.5	11.1	5.2	11.9	9.6	3.4	5.0	3.3	3.9	3.6
5	0.0	13.9	3.4	6.8	3.8	0.8	0.0	1.3	3.9	1.8
6	7.0	8.3	8.6	8.5	3.8	0.8	0.8	1.3	1.3	0.0
7	1.8	0.0	1.7	0.0	1.9	---	---	---	---	---
8	3.5	19.4	5.2	10.2	3.8	0.0	1.7	1.3	1.3	0.9
9 & over	29.8	16.7	34.5	18.6	36.5	1.6	4.2	2.7	1.3	2.7

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

general pattern prevailed for the wives in both samples. The reported usage of the library increased almost linearly with increased job status. Retired persons in both samples ranked near the low end of the usage distribution in both samples.

The major reason for library usage is shown in Table 22. In the case of the user husbands, the unskilled and the managerial occupations reported using the library primarily for recreational reading. This was also the major use for the skilled and the professional occupations, but the later groups reported much more use of the reference and self-education services of the library. For the retired user husbands 70 percent reported entertainment as the major reason for using the library. In the general public sample there was a direct relationship between the percentage of use for entertainment and occupational status. The higher percentage of lower skill occupations consistently reported their library usage as being primarily for entertainment.

The pattern of library usage by the wives was directly opposite to that reported for the husbands. The higher the occupational category of the head of the household, the higher the percentage of the wives reporting entertainment as their major reason for using the public library.

Opinions of Libraries and Library Services

Tables 23 through 32 report the responses to selected opinion questions by occupational class. The tables are self-explanatory and no further comment will be made here regarding them, except to say that the opinions of the respondents do not seem to vary substantially among the occupations cited.

Table 22

Major Reason for Library Usage, Husband

Major Usage	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Entertainment	66.7	38.9	64.7	52.6	70.4	52.5	39.1	36.1	34.8	66.7
Reference	12.5	22.2	14.7	23.7	11.1	17.5	30.4	16.7	30.4	8.3
Business information	8.3	11.1	8.8	10.5	7.4	7.5	8.7	22.2	30.4	0.0
Self-education	8.3	27.8	11.8	13.2	11.1	22.5	21.7	22.2	4.3	25.0
Other	4.2	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0

Major Reason for Library Usage, Wife

Entertainment	78.3	84.4	84.3	86.0	86.0	62.3	60.0	63.5	69.4	63.0
Reference	6.5	6.3	3.9	6.0	7.0	14.2	11.4	11.5	19.4	14.8
Business information	2.2	0.0	0.0	2.0	0.0	2.8	5.7	1.9	2.8	0.0
Self-education	13.0	9.4	11.8	6.0	7.0	20.8	22.9	23.1	8.3	22.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 23

"Libraries Are of Much More Use to People Now Than They were 20 Years Ago."

Response	Library Users (%) 1	2	3	4	5*	General Public (%) 1	2	3	4	5*
Strongly agree	40.4	41.7	48.3	49.2	34.6	23.0	23.3	27.3	23.7	14.3
Agree	50.9	58.3	36.2	50.8	55.8	66.3	60.0	56.0	55.3	68.8
Undecided	3.5	0.0	10.3	0.0	1.9	3.4	10.0	5.3	10.5	7.1
Disagree	5.3	0.0	3.4	0.0	7.7	6.8	6.7	11.3	10.5	9.8
Strongly disagree	0.0	0.0	1.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0

Table 24

"Librarians generally Are Helpful in Answering Questions and in Assisting in the Location of Information."

Response	Library Users (%) 1	2	3	4	5*	General Public (%) 1	2	3	4	5*
Strongly agree	38.6	47.2	60.3	50.8	46.2	22.5	21.7	36.7	30.3	17.9
Agree	61.4	52.8	37.9	45.8	46.2	74.7	72.5	58.7	67.1	75.9
Undecided	0.0	0.0	1.7	1.7	5.8	2.1	3.3	2.0	2.6	5.4
Disagree	0.0	0.0	0.0	1.7	1.9	0.5	2.5	2.0	0.0	0.9
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 25

"The Atmosphere of Public Libraries Is Generally Unfriendly and Cold."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	8.8	0.0	1.7	1.7	7.7	1.6	0.0	2.7	1.3	0.9
Agree	5.3	5.6	8.6	8.5	9.6	8.6	9.2	12.7	7.9	14.3
Undecided	0.0	2.8	1.7	5.1	1.9	8.6	5.0	5.3	5.3	11.6
Disagree	57.9	66.7	43.1	61.0	53.8	68.1	70.8	66.7	67.1	58.0
Strongly disagree	28.1	25.0	44.8	23.7	26.9	13.1	15.0	12.7	18.4	15.2

Table 26

"Libraries Should Not Make Special Efforts to Reach People Who Don't Use Libraries."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	0.0	2.8	3.4	0.0	1.9	1.6	0.8	0.0	0.0	0.9
Agree	26.3	16.7	13.8	10.2	19.2	26.1	24.2	21.3	21.1	27.7
Undecided	8.8	5.6	10.3	6.8	9.6	9.4	6.7	2.7	5.3	13.4
Disagree	49.1	55.6	48.3	64.4	55.8	57.7	59.2	58.0	64.5	53.6
Strongly disagree	15.8	19.4	24.1	18.6	13.5	5.2	9.2	18.0	9.2	4.5

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 27

"When You Consider All Phases and Aspects of Public Libraries, They Are Doing An Outstanding Job."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	33.3	27.8	44.8	33.9	40.4	19.8	20.8	24.7	22.4	21.4
Agree	59.6	61.1	50.0	54.2	51.9	72.8	69.2	60.0	67.1	71.4
Undecided	1.8	2.8	1.7	6.8	1.9	4.4	3.3	4.0	6.6	6.3
Disagree	5.3	8.3	3.4	5.1	5.8	2.6	6.7	11.3	3.9	0.9
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0

Table 28

"If the Selection of Books at the Library Were Better, More People Would Use the Public Library."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	10.5	5.6	13.8	1.7	7.7	4.2	0.8	5.3	1.3	3.6
Agree	35.1	27.8	34.5	33.9	34.6	38.0	31.1	32.0	27.6	40.2
Undecided	3.5	11.1	12.1	5.1	9.6	12.8	16.8	8.0	10.5	19.6
Disagree	42.1	55.6	37.9	57.6	42.3	42.9	49.6	51.3	57.9	35.7
Strongly disagree	8.8	0.0	1.7	1.7	5.8	2.1	1.7	3.3	2.6	0.9

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 29

"More People Do Not Use the Public Library Because the Card Catalog System Is Too Complicated and It is Difficult to Locate Books."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	1.8	2.8	0.0	3.4	7.7	1.3	3.4	2.0	1.3	0.9
Agree	8.8	19.4	13.8	10.2	15.4	19.9	22.0	16.0	21.1	19.6
Undecided	5.3	5.6	12.1	10.2	7.7	14.7	11.9	11.3	9.2	23.2
Disagree	63.2	72.2	48.3	62.7	53.8	60.7	56.8	62.0	60.5	54.5
Strongly disagree	21.1	0.0	25.9	13.6	15.4	3.4	5.9	8.7	7.9	1.8

Table 30

"Libraries Have Generally Done a Poor Job of Acquainting the General Public with the Book Selections, Information, and Services that Are Available in the Library."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	8.8	8.3	3.4	10.2	3.8	3.4	8.3	6.0	2.6	5.4
Agree	36.8	25.0	44.8	30.5	26.9	35.0	37.5	48.7	39.5	29.5
Undecided	10.5	5.6	3.4	5.1	17.3	11.5	9.2	9.3	17.1	17.9
Disagree	38.6	55.6	37.9	47.5	36.5	44.6	40.8	31.3	38.2	42.0
Strongly disagree	5.3	5.6	10.3	6.8	15.4	5.5	4.2	4.7	2.6	5.4

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 31

"The Fact that Paperback Books are Readily Available in Supermarkets and Other Stores Has Not Affected the Usage of the Public Libraries."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	5.3	0.0	3.4	5.1	1.9	0.8	1.7	0.7	2.6	0.9
Agree	42.1	36.1	39.7	37.3	50.0	37.4	34.2	26.0	23.7	38.4
Undecided	12.3	8.3	6.9	13.6	13.5	11.3	11.7	9.3	21.1	14.3
Disagree	40.4	55.6	44.8	44.1	28.8	48.4	50.0	57.3	51.3	43.8
Strongly disagree	0.0	0.0	5.2	0.0	5.8	2.1	2.5	6.7	1.3	2.7

Table 32

"How Close is Your Nearest Public Library?"

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Within walking distance	24.6	25.0	15.5	33.9	50.0	23.5	20.8	14.7	18.4	35.7
15-minute drive	42.1	58.3	67.2	50.8	34.6	53.5	57.5	60.0	67.1	36.6
15-30-minute drive	31.6	13.9	15.5	15.3	13.5	19.1	18.3	23.3	13.2	17.9
30-minute drive	1.8	2.8	0.0	0.0	0.0	2.6	1.7	0.7	0.0	3.6
Don't know	0.0	0.0	1.7	0.0	1.9	1.3	1.7	1.3	1.3	6.3

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Library Finances

Tables 33-35 deal with respondent opinions regarding the financing of public libraries. Interviewees were asked their opinion of the statement, "Libraries should consider making charges for all books they lend and services they render." As shown in Table 33, a noticeable difference occurs in the way the various occupational groups responded to this statement. While a majority in all cases disagreed or strongly disagreed with the statement, more of the unskilled, skilled, and retired classifications were favorably inclined to user charges than were the managerial and professional categories.

The second statement was, "Most benefits from public libraries accrue only to those who use the libraries." In all cases the majority agreed or strongly agreed with the statement. Although there were variances among the occupations, no set pattern of response seems to be apparent.

The third statement, "The state should help local governments pay for public libraries," also drew favorable responses from a majority in each occupational group. However, in both samples a consistent difference occurred among the occupations. A larger percentage of the unskilled, skilled, and retired respondents were more favorably inclined toward the statement than were the managerial and professional groups.

User Charge

Respondent wives were asked to estimate the number of books they would borrow each month if a 60¢ charge were levied per book for each two-week period. Table 36 shows the percentage in each group who stated they would borrow no books. Data from Table 21 indicating the percentage of user

Table 33

"Libraries Should Consider Making Charges for All Books They Lend and Services They Render."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	1.8	0.0	0.0	0.0	0.0	2.3	0.0	0.7	1.3	0.9
Agree	10.5	19.4	1.7	5.1	9.6	33.9	30.0	18.0	17.1	46.4
Undecided	5.3	11.1	6.9	5.1	7.7	11.7	16.7	11.3	3.9	15.2
Disagree	54.4	38.9	37.9	64.4	42.3	43.6	41.7	52.7	56.6	30.4
Strongly disagree	28.1	30.6	53.4	25.4	40.4	8.4	11.7	17.3	21.1	7.1

Table 34

"Most Benefits from Public Libraries Accrue Only to Those Who Use the Libraries."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	7.0	5.6	19.0	10.2	11.5	3.1	1.7	5.3	1.3	5.4
Agree	70.2	47.2	58.6	54.2	53.8	64.2	62.2	64.0	75.0	63.4
Undecided	1.8	5.6	0.0	5.1	3.8	9.1	5.9	7.3	6.6	8.0
Disagree	19.3	38.9	17.2	28.8	28.8	22.2	29.4	20.7	17.1	23.2
Strongly disagree	1.8	2.8	5.2	1.7	1.9	1.3	0.8	2.7	0.0	0.0

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self-employed, 4 = professional, 5 = retired.

Table 35

"The State Should Help Local Governments Pay for Public Libraries."

Response	Library Users (%)					General Public (%)				
	1	2	3	4	5*	1	2	3	4	5*
Strongly agree	12.3	2.8	10.3	8.5	11.5	6.0	5.8	5.3	2.6	4.5
Agree	54.4	63.9	44.8	49.2	53.8	60.6	58.3	50.7	50.0	68.8
Undecided	8.8	19.4	22.4	20.3	23.1	22.2	21.7	24.0	19.7	17.9
Disagree	22.8	8.3	20.7	22.0	11.5	9.9	13.3	18.7	25.0	8.0
Strongly disagree	1.8	5.6	1.7	0.0	0.0	1.3	0.8	1.3	2.6	0.9

*Occupation code: 1 = unskilled, 2 = skilled and clerical, 3 = management and self employed, 4 = professional, 5 = retired.

Table 36

The Effects of a 60¢ User Charge on Library Usage by the Wife

Occupation	User Wife		General Public Wife	
	Currently Borrowing No Books (%)	Not Borrowing If 60¢ Charge (%)	Currently Borrowing No Books (%)	Not Borrowing If 60¢ Charge (%)
Unskilled	21.1	54.9	73.1	74.3
Skilled	14.0	65.7	72.3	73.9
Managerial/Self-employed	12.1	51.7	68.7	68.0
Professional	16.9	56.1	56.6	81.3
Retired	17.3	57.7	76.8	79.5

wives who currently borrow no books is also given in the table for comparison. As can be seen, the percentage of user wives who borrowed no books per month more than doubled in response to the 60¢ charge. However, there was no particular pattern by occupation class. Among the general public wives, there was virtually no impact on the percentage not borrowing, except in the case of the professional occupational group. In this classification the percentage not borrowing rose from 56.6 percent to 81.3 percent.

PART IV--SURVEY RESPONSE CLASSIFIED BY HUSBAND'S EDUCATIONAL ATTAINMENT

There is, of course, a close tie between occupation and years of formal education. However, the two groups are not precisely the same, and since the number of years of formal education has been shown in many studies to be a major determinant of library usage, it seemed appropriate to classify the responses to the survey by level of education to see what variances exist in usage and in attitudes toward public libraries.

To illustrate the differences between the occupation and education classifications, we present the following matrices for the library user and general public samples.

Library User, Husband

Occupation	Years of Schooling 1-6	7-12	13-17	Over 17
Unskilled	0.0%	80.0%	20.0%	0.0%
Skilled	0.0	32.4	61.8	5.9
Managerial/Self-employed	0.0	17.5	75.4	7.0
Professional	0.0	0.0	18.0	82.0
Retired	0.0	54.8	26.2	19.0

General Public, Husband

Occupation	Years of Schooling 1-6	7-12	13-17	Over 17
Unskilled	2.3%	83.8%	13.6%	0.3%
Skilled	0.0	51.3	42.5	6.2
Managerial/Self-employed	0.7	26.5	62.6	10.2
Professional	0.0	6.5	27.4	66.1
Retired	7.7	75.6	16.7	0.0

Library Usage

As one would expect, there is a direct relationship between years of schooling and reported usage of the public library. This is true of the husband and wife in both samples (Table 37). As to the reported reasons for library usage (Table 38), the largest percentage of the husbands in both samples stated that entertainment was their principal reason for using the library. However, the importance of this library service was directly related to the educational attainment of the user. For example, in the user sample 62.5 percent of the husbands who received 7 to 12 years of schooling reported entertainment as their chief reason for using the library. In the "over 17 years of schooling" category the percentage dropped to 52.5 percent.

Among the wives, the usage pattern was similar to that encountered in the occupational cross-classifications. In the user sample, the more years of schooling the wife had, the more likely it was that entertainment was her principal reason for using the library. In the general public sample a definite pattern is hard to discern from the reported usage by the wives.

Opinions of Libraries and Library Services

Responses to the general opinion questions, classified by educational level of husband, are shown in Tables 39 through 49. The first four tables in this group (39 through 42) are general evaluation questions. The responses to the questions in both the user and general public samples indicate that persons in all educational levels hold public libraries in high regard and think that they are generally doing a good job. However, the more highly educated respondents tended to be more favorably inclined toward libraries in all instances.

Table 37

Number of Library Books Borrowed per Month, Husband

Books Borrowed	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
0	60.0	37.5	32.2	93.3	88.0	78.8	53.6
1	11.1	11.5	18.6	0.0	3.6	10.0	21.7
2	3.3	15.4	10.2	0.0	3.2	3.9	7.2
3	1.1	2.9	1.7	6.7	0.6	0.9	5.8
4	3.3	5.8	3.4	0.0	1.1	2.2	2.9
5	3.3	4.8	8.5	0.0	0.6	0.9	0.0
6	3.3	6.7	5.1	0.0	0.2	1.3	2.9
7	2.2	1.0	1.7	0.0	0.0	0.0	0.0
8	2.2	3.8	6.8	0.0	0.9	1.3	0.0
9 & over	10.0	10.6	11.9	0.0	1.7	0.9	5.8

Number of Library Books Borrowed per Month, Wife

0	16.7	18.3	16.9	93.3	74.1	67.5	50.7
1	14.4	6.7	10.2	0.0	9.6	10.0	14.5
2	3.3	13.5	11.9	0.0	6.0	7.8	14.5
3	4.4	6.7	8.5	0.0	4.3	3.0	1.4
4	8.9	8.6	13.6	6.7	2.8	4.8	5.8
5	2.2	3.8	8.5	0.0	0.9	1.3	1.4
6	8.9	6.7	3.4	0.0	0.4	1.3	1.4
7	2.2	1.0	0.0	0.0	0.0	0.0	0.0
8	7.8	7.7	8.5	0.0	0.0	1.3	5.8
9 & over	31.1	26.9	18.6	0.0	1.9	3.0	4.3

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 38

Major Reason for Library Usage, Husband

Major Usage	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Entertainment	62.5	61.5	52.5	100.0	52.6	39.2	36.4
Reference	15.0	16.9	20.0	0.0	12.3	27.5	18.2
Business information	7.5	7.7	12.5	0.0	5.3	21.6	24.2
Self-education	12.5	13.8	15.0	0.0	29.8	11.8	18.2
Other	2.5	0.0	0.0	0.0	0.0	0.0	3.0

Major Reason for Library Usage, Wife

Entertainment	84.4	82.8	85.7	100.0	61.1	67.5	62.9
Reference	7.8	5.7	4.1	0.0	13.5	12.5	14.3
Business information	0.0	1.1	0.0	0.0	3.2	2.5	5.7
Self-education	7.8	10.3	10.2	0.0	22.2	17.5	17.1
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 39

"Libraries Are of Much More Use to People Now Than They Were 20 Years Ago."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	41.1	44.2	50.8	20.0	20.1	26.4	21.7
Agree	51.1	48.1	47.5	60.0	66.2	56.7	53.6
Undecided	4.4	4.8	0.0	0.0	5.6	6.1	13.0
Disagree	3.3	1.9	1.7	20.0	7.5	10.8	11.6
Strongly disagree	0.0	1.0	0.0	0.0	0.6	0.0	0.0

Table 40

"Librarians Generally Are Helpful in Answering Questions and in Assisting in the Location of Information."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	38.9	52.9	55.9	6.7	20.3	34.2	30.4
Agree	57.8	43.3	40.7	80.0	75.8	62.3	63.8
Undecided	3.3	1.9	1.7	13.3	2.8	1.3	5.8
Disagree	0.0	1.9	1.7	0.0	0.9	1.7	0.0
Strongly disagree	0.0	0.0	0.0	0.0	0.2	0.4	0.0

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 41

"The Atmosphere of Public Libraries is Generally Unfriendly and Cold."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	5.6	2.9	1.7	0.0	1.3	2.2	1.4
Agree	4.4	9.6	8.5	20.0	9.0	11.7	10.1
Undecided	1.1	1.9	3.4	6.7	8.6	5.2	5.8
Disagree	60.0	53.8	54.2	53.3	70.2	64.5	73.9
Strongly disagree	28.9	31.7	32.2	20.0	10.9	16.5	8.7

Table 42

"When You Consider All Phases and Aspects of Public Libraries, They Are Doing an Outstanding Job."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	38.9	34.6	28.8	26.7	18.8	21.6	20.3
Agree	54.4	53.8	61.0	66.7	74.1	65.4	62.3
Undecided	1.1	4.8	6.8	6.7	4.3	4.3	11.6
Disagree	5.6	6.7	3.4	0.0	2.8	8.7	5.8
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

In the miscellaneous group of questions (Tables 43-48), the following patterns emerged.

1. The more highly educated the respondent, the more likely he was to think that libraries should make more efforts to reach those not now using libraries (Table 43).

2. The less-educated respondents were more likely to believe that improved book selections at the library would increase usage (Table 44).

3. The survey respondents at the lowest end of the educational scale, in both the user and general public samples (especially the latter), viewed the "complicated" card catalogue as a barrier to library usage (Table 45).

4. A majority of respondents in the general public sample and over one-third of the user sample felt that libraries have generally done a poor job of acquainting the public with available services. There did not appear to be significant variations in this opinion among educational levels (Table 46).

5. The question about the effects of easy access paperbacks on library usage drew no apparent pattern of differences by educational class (Table 47).

6. As a matter of information, the stated distance from the respondent's home to the nearest library was also categorized by level of education. In the user sample there seemed to be relatively little difference, although a slightly higher percentage of the lower educational groups were within walking distance. In the general public sample, this tendency was much more pronounced (Table 48).

Opinions Related to Library Finance

The response to the statement, "Libraries should consider making charges for all books they lend and services they render," varied considerably by level of education (Table 49). Within the library

Table 43

"Libraries Should Not Make Special Efforts to Reach People Who Don't Use Libraries."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	1.1	2.9	0.0	0.0	1.3	0.0	0.0
Agree	27.8	13.5	10.2	33.3	26.8	20.9	14.5
Undecided	6.7	10.6	6.8	6.7	8.8	5.2	4.3
Disagree	48.9	51.9	62.7	60.0	57.4	58.7	69.6
Strongly disagree	15.6	21.2	20.3	0.0	5.8	15.2	11.6

Table 44

"If the Selection of Books at the Library Were Better, More People Would Use the Public Library."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	6.7	11.5	3.4	6.7	4.1	3.5	1.4
Agree	33.3	34.6	35.6	53.3	36.6	30.3	27.5
Undecided	7.8	11.5	5.1	6.7	12.3	13.9	8.7
Disagree	44.4	41.3	54.2	33.3	44.9	49.4	59.4
Strongly disagree	7.8	1.0	1.7	0.0	2.2	3.0	2.9

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 45

"More People Do Not Use the Public Library Because the Card Catalog System Is Too Complicated and It Is Difficult to Locate Books."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	4.4	0.0	1.7	0.0	1.5	2.6	2.9
Agree	14.4	13.5	11.9	40.0	18.3	18.6	18.8
Undecided	10.0	7.7	6.8	20.0	15.7	10.0	10.1
Disagree	53.3	65.4	62.7	40.0	60.0	63.2	63.8
Strongly disagree	17.8	13.5	16.9	0.0	4.5	5.6	4.3

Table 46

"Libraries Have Generally Done a Poor Job of Acquainting the General Public with the Book Selections, Information, and Services That Are Available in the Library."

Responses	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	6.7	9.6	3.4	6.7	4.3	6.9	4.3
Agree	36.7	34.6	33.9	40.0	35.1	47.6	46.4
Undecided	10.0	10.6	3.4	0.0	12.0	8.2	14.5
Disagree	41.1	38.5	50.8	33.3	45.2	31.6	33.3
Strongly Disagree	5.6	6.7	8.5	20.0	3.4	5.6	1.4

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 47

"The Fact That Paperback Books Are Readily Available in Supermarkets and Other Stores Has Not Affected the Usage of the Public Libraries."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	2.2	2.9	3.4	0.0	0.9	1.3	0.0
Agree	42.2	39.4	35.6	20.0	37.3	30.3	26.1
Undecided	11.1	8.7	16.9	13.3	10.7	10.0	14.5
Disagree	42.2	47.1	42.4	66.7	48.3	52.4	59.4
Strongly disagree	2.2	1.9	1.7	0.0	2.8	6.1	0.0

Table 48

"How Close is Your Nearest Public Library?"

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Within walking distance	30.0	26.9	25.4	26.7	23.6	16.0	18.8
Less than 15 minutes drive	47.8	53.8	57.6	53.3	52.7	60.6	66.7
15-30 minutes drive	21.1	17.3	15.3	20.0	19.9	19.5	14.5
More than 30 minutes drive	1.1	1.0	0.0	0.0	2.6	1.7	0.0
Don't know	0.0	1.0	1.7	0.0	1.3	2.2	0.0

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

user sample the lower educational attainment class had only a slightly more favorable attitude toward user charges than did the groups with more years of schooling. However, among the general public sample, the difference was substantial; 66 percent of those with less than 7 years of schooling agreed that user charges should be levied. On the other hand, only 13 percent of those with more than 17 years of schooling supported user charges. Between these two extremes, amount of education and support for user charges were inversely related.

Interestingly, the opposite pattern developed among the general public sample in response to the statement, "Most benefits from public libraries accrue only to those who use the libraries" (Table 50). While a majority of respondents in all educational levels agreed with the statement, the percentage agreeing was 53.3 percent for those with less than 7 years of schooling, and 76.8 percent for those with more than 17 years of schooling.

The third statement in this section dealt with whether or not the interviewees felt the state should financially support local libraries (Table 51). A majority of respondents in all educational categories--except the "over 17 years of schooling" category of the general public group--agreed that the state should help pay for local libraries. In the general public sample, the more years of education a respondent had, the less likely he was to support the statement.

The final table in this section presents statistics on the percentage of wives who claimed they would borrow no books from the public library if a 60¢ charge were instituted, compared with the percentage of those who currently borrow none. In the general public sample the impact of the suggested charge is more pronounced in the higher

Table 49

"Libraries Should Consider Making Charges for All Books They Lend and Services They Render."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	2.2	0.0	0.0	0.0	1.3	1.7	0.0
Agree	11.1	8.7	6.8	66.7	33.8	20.4	13.0
Undecided	4.4	5.8	10.2	0.0	12.6	13.9	8.7
Disagree	47.8	46.2	54.2	26.7	42.6	50.4	52.2
Strongly disagree	34.4	39.4	28.2	6.7	9.6	13.5	26.1

Table 50

"Most Benefits from Public Libraries Accrue Only to Those Who Use the Libraries."

Responses	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	11.1	14.4	6.8	0.0	2.1	6.1	1.4
Agree	62.2	55.8	59.3	53.3	66.6	63.5	75.4
Undecided	3.3	1.0	3.4	20.0	8.8	6.1	5.8
Disagree	23.3	23.1	28.8	26.7	21.6	22.6	15.9
Strongly disagree	0.0	5.8	1.7	0.0	0.9	1.7	1.4

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 51

"The State Should Help Local Governments Pay for Public Libraries."

Response	Library Users (%)			General Public (%)			
	2	3	4*	1	2	3	4*
Strongly agree	12.2	7.7	8.5	13.3	4.9	5.6	1.4
Agree	53.3	51.9	50.8	66.7	61.6	53.7	44.9
Undecided	15.6	21.2	16.9	20.0	23.0	19.5	23.2
Disagree	17.8	16.3	23.7	0.0	9.7	19.5	29.0
Strongly disagree	1.1	2.9	0.0	0.0	0.9	1.7	1.4

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

Table 52

The Effects of a 60¢ User Charge on Library Usage by the Wife

Years of Schooling	User Wife			General Public Wife		
	Current % Not Borrowing Books	% Not Borrowing if 60¢ Charge	Amount of Change	Current % Not Borrowing Books	% Not Borrowing if 60¢ Charge	Amount of Change
Less than 7 years	--	--	--	93.3	86.7	-6.6
7-12 years	16.7	56.3	+39.6	74.1	75.7	+1.6
13-17 years	18.3	56.4	+38.1	67.5	71.0	+3.5
More than 17 years	16.9	50.0	+33.1	50.7	71.6	+20.9

*Education code: 1 = 1-6 years; 2 = 7-12 years; 3 = 13-16 years; 4 = 17 or more years.

educational categories, although on the whole it is slight in all but the highest educational group. The opposite pattern exists in the user sample. As noted in earlier sections, the institution of a user fee would substantially alter the borrowing patterns of all users (according to their responses).

CHAPTER 3

BUSINESS AND INDUSTRY

This chapter will examine the role of the Indiana State Library in fulfilling the informational needs of Indiana businessmen. It will seek to determine the overall informational needs of businessmen; to suggest how available this information is to them; to indicate what sources they depend on to fulfill various informational needs; and to elaborate upon the role the public library plays as one of these sources.

In studying the role of the library, answers have been sought for a number of important questions. How extensively is the public library used as a source of business information? What type of information do businessmen generally seek? Are they able to find it? How do they appraise the public library as a source of business information? What information needs remain unfulfilled by any source? What can the libraries do to fulfill these needs and generally increase their effectiveness? How significant is the level of a city's library expenditures in determining the information-seeking habits of area businessmen and in shaping their attitudes toward their local public library?

The investigation composing this portion of the study was conducted in three phases. First, a review was made of relevant research literature; second, a written questionnaire was designed and sent to carefully selected businessmen; and third, extensive personal interviews were conducted to refine and corroborate the data gathered in the mailed questionnaire.

REVIEW OF LITERATURE

To gain a proper perspective of the relationship between businessmen and the public library, a review of past studies was undertaken. The literature

chosen for inspection included earlier library studies and research that examined the actions and opinions of businessmen. The business research was included to provide a background for organizing the questionnaire and to lay a foundation for the present research as a whole. Although none of these studies deals directly with the question of business use of the public library, they all deal either directly or indirectly with the information-gathering habits of businessmen.

Three of the business studies were particularly relevant to this investigation. The first, "A Study of the Information Needs and Problems of Small Businessmen" (published by the Bureau of Business Research, University of Colorado, 1961), found that 80 percent of the research sample had never attempted to use the public library to get business-related information. The study concludes that applicable, useful business information could be found by a businessman at a public library without too much time and effort. The second publication, "A Study of the Information-Gathering Techniques of the Small Businessman (Manufacturing)" (Missouri Divisinn of Commerce and Industrial Development, Jefferson City, Mo., 1964), identifies the growing need for more and better information. It suggests selectivity of information and training of employees as important steps in overcoming the information-gathering problem. The third work, "Determination of the Extent of Use and Value of Printed Management Aids Available to Small Business" (Bureau of Economic and Business Research, University of Utah, 1963), does not deal directly with public library use; rather, it indicates where two industries (restaurant operations and steel fabricating companies) look for advice and information. Printed material of the type that might be found in a public library was not found to be helpful in the success of these businesses.

Other research studies that were used as background material for this investigation include: "Management Counseling of Small Business in the United States" (University of Mississippi); "Communicating Information to Small Businessmen" (Bureau of Business Research, University of Colorado); "Methods and Channels for Effective Communication of Management Information to Small Business" (Florida State University); "Meeting the Problems of Very Small Enterprises" (George Washington University, Washington, D. C.); "The Development of Management Information for Small Manufacturers" (University of North Dakota); and "Identification and Evaluation of Problems and Needs of Small Manufacturing Management" (Engineering Experiment Station, Georgia Institute of Technology).

In addition, the group of articles included in Executive Conference on Organizing and Managing Information--1958 and Conference for Special Librarian Proceedings--1958, was most useful. These articles focus on the types of information businessmen need, why they need it, and how they obtain most of it.

These sources do not include all the research in this area. They were, however, the most significant sources as far as this study is concerned.

APPROACH

The Sample Table 53 shows the ten cities included in this phase of the study. Because of the differences that exist among library systems, traditions, and business environments in different cities, we cannot assume that these ten cities are representative of any city not included. However, taken as a whole we feel they are reasonably representative of the state.

The sample within these ten cities was carefully determined in order to be representative of all businesses regardless of their size or type. The random sample method used in some political polls and consumer surveys

Table 53

Background Data for Sample

City	Population Served*	Per Capita Library Expenditure*	Sample Size		
			Mailed Questionnaire	Personal Interviews	Total
Indianapolis	477,759	$3.82	360	60	420
Fort Wayne	232,196	6.25	230	40	270
Anderson	69,620	1.79	140	20	160
Muncie	82,226	3.97	140	20	160
Vincennes	35,105	1.60	69	12	81
Elkhart	43,831	5.41	69	12	81
Washington	15,715	1.54	26	10	36
Rochester	13,086	4.06	26	10	36
Brownstown	5,590	1.70	25	8	33
Fowler	6,159	4.95	25	8	33
Total			1,110	220	1,310

*Figures are for 1966.

would not have been suitable for this study because it would have biased the findings in favor of the small independent retail firms, which outnumber other firms but are far less important by other standards. Rather, firms were chosen for their representativeness. This allowed a balanced sample of manageable size. A total of 1,310 firms were selected, as indicated in Table 53.

The Mailed Questionnaire The questionnaire was designed to be understood and completed with reasonable ease but without sacrificing the accuracy of the data obtained. Seven major areas were investigated by the questionnaire:

Need for various types of business information.
Ability to obtain this information.
Sources of this information and their relative importance.
Experience with the public library in seeking this information.
Reasons for not using the library.
Willingness to pay for library services.
Information about firm and person completing questionnaire.

The questionnaire was tested through preliminary personal interviews before it was mailed out to the sample. As indicated in Table 53, a total of 1,110 questionnaires were sent out. The total response to the questionnaire was 260 or 23.4 percent. Of the 260 completed copies, 234 were returned directly after their receipt, 20 were actually second copies that were requested by businessmen after having received a follow-up letter, and the remaining 10 were letters or notes written in reference to the questionnaire indicating that for one reason or another the firm did not use the library.

The respondents to the questionnaire were fairly well distributed among manufacturing, wholesaling, retailing, construction, and service firms. The service firms included banks, insurance agencies, and restaurants. Data indicating the business areas represented by respondents are summarized in Table 54. The typical responding firm had between 21 and 30 employees, as is

Table 54

Type of Business Engaged in by Questionnaire Respondents

	Number of Respondents	Percentage
Manufacturing	60	24%
Wholesaling	28	11
Retailing	49	20
Construction	33	13
Service	60	24
Not indicated	20	8

Table 55

Number of Employees in the Firm of Questionnaire Respondent*

Number of Employees	Number of Firms	Percentage of Firms
1-10	131	33%
11-50	136	33
51-100	67	17
100+	61	15

*Not indicated by eleven firms, or 2 percent of the total.

shown in Table 55. The questionnaire itself was almost always filled out by a person with considerable responsibility in the firm (Table 56); most commonly it was completed by the president of the firm.

The letters and notes submitted by respondents concerning the questionnaire may suggest why so few firms responded to the survey. For example, one respondent wrote:

> Recently you sent us a survey on the use of the Indiana State Library. We did not complete this survey because in checking with our executives and our news department we could not determine if the library had been used in the past.
>
> Your recent follow-up memo indicates you wanted the questionnaire completed anyway, but unfortunately the questionnaire was disposed of when we determined it was not applicable to our needs.

This indicates that the firms which do not use the library were less inclined to return the completed questionnaire than those firms that do. A summary of the return of the questionnaire is given in Table 57.

The Personal Interview Two hundred personal interviews were decided upon as an appropriate sample, and the interviewees were selected from a list of businesses in each city. An attempt was made to include as wide a sampling of types and sizes of businesses as possible. In each case the person selected either made major decisions for the firm or knew what types of decisions were important and what information sources were used by the decision makers. The interviewer conducted open-ended interviews of these businessmen, using the questionnaire as a guideline. In all, 156 interview questionnaires were completed sufficiently enough to be included in the tabulations.

RESULTS OF THE SURVEY

Use of the Public Library Results of the survey indicate quite clearly that most businessmen do not use the public library. Of the business executives personally interviewed, about 70 percent indicated that they did not

Table 56

Position of Questionnaire Respondent within Firm

	Number of Respondents	Percentage
President	74	30%
Vice-president	24	10
Owner	30	12
Manager	28	11
Others	94	37

Table 57

The Mailed Questionnaire

City	Total Sample	Return			Total	
		Regular	Follow-up	Special	Number	Percent
Indianapolis	360	75	11	6	92	25.5%
Fort Wayne	230	50	7	1	58	25.2
Anderson	140	23	0	0	23	16.4
Muncie	140	34	0	1	35	25.0
Vincennes	69	17	1	1	19	27.5
Elkhart	69	10	0	0	10	14.5
Washington	26	6	1	0	7	26.9
Rochester	26	5	0	0	5	19.2
Brownstown	25	6	0	1	7	28.0
Fowler	25	4	0	0	4	16.0
Total	1,110	230	20	10	260	23.4%

use the library; of those who returned the mail questionnaire, 54 percent did not. The variance between the mail questionnaire and the personal interviews on this matter appeared to result because nonusers were less inclined to mail back the questionnaire. (Follow-up calls indicated that this assumption is valid.) Therefore, it would appear that the 70 percent nonuser figure is more accurate because the nonresponse bias is eliminated.

Of the respondents who did not use the library, nearly 60 percent indicated that they could get the materials they needed more easily from other sources. Many stated during the interviews that the library could offer only material that was already being received by the firm. One man reflected the general attitude with this comment: "Sure the library has information that every businessman can use, but there are other sources that are much quicker and are absolutely dependable."

A second frequent response was that using the library was too time consuming. Most of those interviewed said that they did not have time to go to the library. When it was suggested that they might call the library for information, the majority asserted that the librarian would not be able to understand their problems and that any available information would be too general to be useful. These last two reasons were commonly checked replies on the questionnaires. Table58 shows the percentage of responses to the reasons listed in the mail quesionnaire and the personal interview.

These replies do not necessarily imply a negative attitude toward public libraries by businessmen. The two responses, "services offered are inadequate" and "the location of the library is inconvenient," which are probably the most negative, were the least often chosen. Actually,

Table 58

Reasons for Not Using the Library

	Percentage of Affirmative Replies
Using the library is too time consuming	34%
Services offered are inadequate	19
Information offered is too general	35
Information offered in libraries can be secured easier elsewhere	59
The location of the public library is inconvenient	13
A librarian would not understand my problems	21
Not aware of library services and facilities	33

interview data suggest that businessmen are seldom in contact with the library and to a large degree are unaware of public library services and facilities. Although a large majority of the respondents did not check "not aware of library services and facilities," they may have refrained from this answer for reasons of ego.

Several of those completing the questionnaire wrote additional reasons for nonuse. Among the more interesting and frequent answers were: "We have absolutely no need for library service." "I have never thought of the public library as a source of business information." "Our information needs are completely satisfied." "The library has nothing to offer to my business." Several of those interviewed mentioned that the function of the library is to provide reference and education material for school children and light reading for adults.

General impressions of the respondents who <u>had</u> used the public library are given in Table 59.

Areas of Need for Information

Table 60 indicates the relative importance of various kinds of information to Indiana businessmen. As indicated, information on taxes and government regulations is the most important, followed by information on economic conditions and outlook and then technical changes in equipment and products. This suggests that businessmen are interested in the business environment as a whole rather than in strictly business operations.

The scores shown on the table were arrived at by a weighting system. Respondents were asked to indicate the degree of importance of these sources of information. If a respondent indicated that the information was of critical importance, his response was given a weight of three. If

Table 59

Impressions of Businessmen Who Use Library

What was the nature of the material you were seeking?

Specific or Technical...66% General...34%

How useful was the information that was found there?

Very Useful...41% Adequate...42% Inadequate...13% No Answer...4%

Was the material up to date?

Current...62% Outdated...30% No Answer...8%

Did you ask the librarian for help?

Yes...47% No...45% No Answer...8%

If you do rely on library services, would you buy these information sources yourself if the library did not have them?

Yes...48% No...43% No Answer...9%

Table 60

Areas of Need for Information

	Score*	Rank
Economic conditions and outlook	710	2
Taxes and government regulations	752	1
Banking and financing	593	6
Technical changes in equipment and products	653	3
Personnel and employee relation problems	619	4
Bookkeeping and internal control	544	7
Knowledge of markets and marketing procedure	605	5

*Maximum score is 1,209.

Table 61

Availability of Information

	Score*	Rank
Economic conditions and outlook	406	7
Taxes and government regulations	506	3
Banking and financing	465	5
Technical changes in equipment and products	534	1
Personnel and employee relation problems	526	2
Bookkeeping and internal control	478	4
Knowledge of markets and marketing procedure	441	6

*Maximum score is 1,209.

the information was considered important, an answer weight of two was recorded; if it was considered helpful, a weight of one was recorded. If the respondent indicated that the information was not important, no weight was given. Thus, the maximum score would be 1,209 when all of the 250 businessmen receiving the mailed questionnaire and the 153 who were interviewed indicated that a source of information was of critical importance.

Blank space was provided so that other areas of information need could be indicated. Several businessmen indicated a need for the names and addresses of other firms. Public relations information was important to at least three men, who stated that this type of information was critical to their firm. Another important area of need was the acquisition of skills that could be learned through craft manuals and self-training books and articles. The need in this area has been acute enough that at least one management association has tried to develop a library of business training aids and trade manuals for employees of member firms. As indicated by this program, some businessmen clearly feel that their employees could benefit from a business-oriented reading room.

Availability of Information

The question of the availability of information is as important as the question of the areas of need for information, but here the problem is somewhat different. "Technical changes in equipment and products" ranks as the most difficult area in which to find useful information, as indicated in Table 61. This is followed by "personnel and employee relation problems" and "taxes and government regulations."

The scores in this table were determined by the same means as those for Table 60, with easily obtainable information being given a weight of one, obtainable but difficult to find information weighted two, and useful information that is almost unobtainable weighted three. Thus the higher the score, the more difficult the information is to find.

The personal interviews shed important light on the "obtainable but difficult" category. Respondents indicated that the problem was to sift reliable and useful material from an abundance of available information. Although general information is easily obtained, that material which supplies answers to specific problems or questions is not readily available. During the interviews, each respondent was asked if his information needs were being adequately met. Interestingly most of the respondents indicated that the information was adequate but that if better, more pertinent information were available at a reasonable cost, they would use it.

Some interesting insights can be gained by combining the data for Tables 60 and 61. In Table 60, the larger the score in a particular informational category, the more important that type of information is to businessmen. (No value judgements are assumed here.) In Table 57, the larger the score in a particular category, the more difficult that type of information is to obtain. By adding the two scores from each table for each information category, the information areas that have development potential are revealed. A high score indicates that a particular type of information is extremely important but very difficult to obtain. Table 62 presents these combined scores. As can be seen, the area of taxes and government regulations has the greatest potential for development by public libraries. Second in potential is the "technical changes in equipment and products" category, and third is "personnel and employee relation problems." It is perhaps significant

Table 62

Informational Areas with Important Development Potential

	Importance Rank	Difficulty Rank	Score	Overall Rank
Economic conditions and outlook	710	406	1,116	4
Taxes and government regulations	752	506	1,258	1
Banking and financing	593	465	1,058	5
Technical changes in equipment and products	653	534	1,187	2
Personnel and employee relation problems	619	526	1,145	3
Bookkeeping and internal control	544	478	1,022	7
Knowledge of markets and marketing procedure	332	441	1,046	6

to note that the results of this table do not coincide with those of either Table 60 or Table 61.

Sources of Information

Respondents were also asked to indicate what sources they turned to in seeking the various types of information. The answers (see Table 63) were ranked by the same weighting system that was used in Tables 60 and 61. A weight of three meant that a source was used frequently; a weight of two indicated that a source was used occasionally; and a weight of one meant that the source was used rarely. The total scores at the bottom of the table indicate the importance of these sources for all types of information; these scores are also ranked by order of importance. Trade associations, magazines and newspapers, and professional consultants rank first, second, and third, respectively. Significantly, the public library ranks last as a source of information.

A review of the responses to this part of the survey should highlight some of the problems businessmen have in obtaining information. It should also clarify why they use the sources indicated.

1. Trade associations, as shown in Table 63, play a significant role in supplying information to businessmen. In particular, they provide information concerning technical changes in equipment and products, personnel and employee relations, and markets and marketing procedures. Many of the people interviewed stressed this source as being timely, thorough, and accurate. However, one of the problems encountered in using this source was that the material received was overabundant and that a great deal of time was wasted sifting out relevant items.

2. Magazines and newspapers were considered to be of great importance in investigating economic conditions and outlooks. No firm in the survey

Table 63

Sources of Information

Information Category	Trade Associations	Professional Consultants	Public Library	Business & Other Schools	Sales Reps.	Govt. Publications & Agencies	Formal Company Library	Radio & TV	Magazines & Newspapers
Economic conditions and outlook	671+	199	91	138	226	293‡	140	213	763*
Taxes and government regulations	450‡	578*	59	74	48	488+	93	77	343
Banking and financing	295+	502*	60	94	72	132	83	54	289‡
Technical changes in equipment and products	649*	175	69	105	415+	98	95	45	413‡
Personnel and employee relations	463*	252‡	75	90	61	171	110	42	260+
Bookkeeping and internal control	311+	599*	66	112	74	122	111	39	130‡
Markets and marketing procedure	566*	198	95	120	240‡	133	119	78	367+
Total Score	3,405	2,503	515	733	1,136	1,437	751	548	2,565
Rank	1	3	9	7	5	4	6	8	2

*Most important source in information category.
+Second most important source in information category.
‡Third most important source in information category.

subscribed to less than two magazines and many received more than ten. Some of the magazines were specialized trade periodicals related to a single product or business pursuit, while others were of a general nature such as Business Week and Nations Business.

The general consensus was that these magazines provide more information than can be successfully digested, but that they are frequently helpful. Some men indicated that they could scarcely ignore the reams of literature that crossed their desks; if they could not find time during the day to read all of it, they would take it home at night. They seemed to be plagued by a fear of missing an important innovation or sign of the future. In contrast, other men admitted that although they received many magazines and newspapers, they frequently could not find the time to look at them.

3. Professional consultants ranked third in importance in providing information and advice concerning taxes and government relations, banking and financing, and bookkeeping and internal control. One reason for this high ranking is that small and medium-sized businesses rely to a great extent on the counsel of accountants, lawyers, and bankers because they lack large advisory staffs of their own. One of the advantages that consultants offer to businessmen is that they can answer important questions quickly and expertly.

Many of those interviewed expressed an unwillingness to try towork out answers to problems in these areas by themselves, often because they lacked confidence in the material on which they would base their decisions. One man with a very successful small business put it this way: "To be prosperous, a small businessman must have a lawyer and a CPA to get in touch with immediately if some question arises." His comment on getting this information from the library was: "The little bit of general knowledge that

a library can furnish can only get you in trouble. You just have to rely on professional help."

4. Government publications and agencies ranked fourth in importance. Businessmen use government publications as a major source for information on taxes and regulations. It was generally felt that the government was successful in making this type of information available and in usable form. Government publications containing statistical reports and records on economic conditions and outlook were also used extensively by businessmen. Respondents felt that the government did a good job of printing an abundance of this type of information. Several men thought that the public libraries should try to secure more government documents and have them organized for quick and easy reference. Several respondents had sought this type of information from the library only to find it incomplete or disorganized.

5. Sales representatives, ranked fifth, were considered an important source of information on technical changes in equipment and products; they were also mentioned frequently in the "markets and marketing procedure" category. Many of the firms interviewed had franchise agreements, carried products, or used equipment that were serviced by salesmen. It was felt that these men generally gave an honest appraisal of trends in product lines and marketing techniques. Respondents often said that information about changes in products and procedures was passed on by salesmen long before it became general knowledge to the public. Some salesmen also doubled as consultants and could be used to answer a variety of questions. Most of the businessmen did not look upon this help as completely reliable, however.

6. Formal company libraries, business and other schools, and radio and television ranked sixth, seventh, and eighth, respectively. The first two sources were seldom used for business-related information because most

companies do not have formal libraries and do not send their employees to business schools. However, among those companies able to afford these special services the reported use was high. The "radio and television" category was considered by most respondents to be of little relevance to the conduct of their business; it was used most often to learn of sudden changes or events affecting economic conditions and outlook. As previously indicated, most respondents turn to other sources for the bulk of their information.

7. Public libraries were the least used of all of the sources of business information. We have already discussed the respondents' general feelings about library services. Obviously the public library compares poorly with other information sources.

Level of City Library Expenditure and Use of the Library

The survey data were analyzed to determine whether the use of library services was related to per capita expenditures on library services. Per capita data for eight of the surveyed cities (Indianapolis and Fort Wayne were not included) were correlated with the questionnaire data. The eight cities were divided into two groups, one showing high per capita expenditures and one showing low per capita expenditures (see Table 64). The questionnaire responses of businessmen who used the library were also grouped according to the high and low expenditure city categories and the results are shown in Table 65. The data indicate that businessmen from high per capita expenditure cities tend to use the library more. They are somewhat more interested in general information, find the material more useful, and are more concerned with the timeliness of the material.

Table 64

Per Capita Library Expenditure Groupings

High Expenditure Cities	Expenditure Per Capita	Low Expenditure Cities	Expenditure Per Capita
Muncie	$3.97	Anderson	$1.79
Elkhart	5.41	Vincennes	1.60
Rochester	4.06	Washington	1.50
Fowler	4.95	Brownstown	1.70

Table 65

Opinions of Those Who Have Used the Library,
High and Low Expenditure Groups

Have you or some member of your firm sought information at the library?

High expenditure cities:

Yes...46% No...54%

Low expenditure cities:

Yes...11% No...89%

What was the nature of the material you were seeking?

High expenditure cities:

Specific or technical...41% General...41% No answer...18%

Low expenditure cities:

Specific or technical...67% General...33%

How useful was the information found there?

High expenditure cities:

Very useful...41% Adequate... 9% Inadequate... 7% No answer...21%

Low expenditure cities:

Very useful...33% Adequate...50% Inadequate...17%

Was the material up-to-date?

High expenditure cities:

Current...72% Outdated...14% No answer...14%

Low expenditure cities:

Current...83% Outdated... 0% No answer...17%

Did you ask the librarian for help?

High expenditure cities:

Yes...34% No...34% No answer...32%

Low expenditure cities:

Yes...33% No...67%

A look at the opinions of those in the two groups of cities who do not use the library (see Table 66), reveals even more interesting results. Both groups suggest that the most important reason for their not using the library is that the material can be found more easily elsewhere. However, those in the low expenditure cities are not nearly as aware of the library services and facilities as those in the high expenditure cities.

Table 67 indicates the difference in importance of the sources of information between the two groups. The procedure followed in developing this table was the same as that used for Table 63. As can be seen, the importance of the public library, sales representatives, government publications and agencies, formal company libraries, and radio and television as sources of information differs between the two groups.

However, while these differences between the two groups do exist, caution must be used not to overemphasize them. What this table probably reveals most clearly is that very little can be said about the effect of the expenditure level on the use of the public library, even though some improvement probably occurs in an absolute sense in the quality of business information provided by the library. Although the ranking of the public library changes from the high to the low expenditure cities, similar changes occur for other categories, and the amount of change is greatest for radio and television. No correlation can be determined here. Furthermore, no way can really be found to measure the quality of the expenditure of library services. In addition, the data for general public library expenditures indicate nothing about the proportion devoted to the business area.

Summary of the Findings

As a rule, businessmen did not view the public library as a valuable source of business information. Slightly over one-third of the business firms

Table 66

Opinions of Those Who Do not Use the Library

	Respondents in High Expenditure Cities		Respondents in Low Expenditure Cities	
	Percentage	Rank	Percentage	Rank
Using the library is too time consuming	38%	3	17%	4
Services offered are inadequate	38	4	15	6
Information offered is too general	45	2	23	3
Information offered in libraries can be secured easier elsewhere	72	1	40	1
The location of the public library is inconvenient	14	7	10	7
A librarian would not understand my problems	21	6	17	5
Not aware of library services and facilities	28	5	31	2

Table 67

Sources Ranked by High and Low Expenditure Groupings

Information Category	Trade Associations		Professional Consultants		Public Library		Business & Other Schools		Sales Reps.		Govt. Publications & Agencies		Formal Company Library		Radio & TV		Magazines & Newspapers	
	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo
Economic conditions and outlook	69	92	36	31	12	6	14	16	31	41	34	33	11	7	26	33	99	103
Taxes and government regulations	58	66	66	94	5	3	7	9	4	6	68	38	9	5	17	7	39	20
Banking and financing	29	33	84	75	5	3	10	11	8	11	17	11	10	5	5	7	44	34
Technical changes in equipment and products	70	90	23	23	10	7	21	9	66	59	11	9	17	9	4	3	54	46
Personnel and employee relations	51	73	27	37	13	8	8	11	9	10	18	25	12	9	4	3	30	34
Bookkeeping and internal control	26	33	79	106	8	12	14	13	13	8	9	19	16	9	3	6	8	22
Markets and marketing procedure	57	69	36	36	14	5	16	19	33	32	8	9	15	8	4	10	41	50
Score	360	456	351	402	67	44	90	88	164	167	165	144	90	52	63	69	315	309
Rank	1	1	2	2	8	9	6	6	5	4	4	5	7	8	9	7	3	3

contacted had used the library as a source of information. This group tended to seek specific or technical information, asked the aid of the librarian, and found the material to be fairly useful and up to date. Those who do not use the library indicated that the material could be found more easily elsewhere, that the material in the library was too general, and that using the library was too time consuming. One-third of those who did not use the library were unaware of its services or facilities.

Businessmen found a variety of types of information important to the operation of their firms. The types of information considered to be of most importance concerned taxes and government regulations, economic conditions and outlook, and technical changes in equipment and products.

Relevant, reliable information in the categories surveyed was considered to be obtainable. However, respondents indicated that the most difficult information to obtain concerned technical changes in equipment and products, personnel and employee relation problems, and taxes and government relations. Much of the information-seeking problem seemed to involve sorting relevant, useful information from the great abundance of general information.

Three areas of information needed were most important to the businessman and yet were the most difficult to fulfill: taxes and government regulations, technical changes in equipment and products, and personnel and employee relation problems. These three offer the greatest opportunity for development by the public library.

Businessmen depend upon trade associations, magazines and newspapers, and professional consultants as their major sources of information.

The level of library expenditures does tend to influence favorably the use of the library. However, the influence is not significant enough to improve the library's position in relation to other sources of information.

The problem of the library in serving businessmen was well defined by one of the respondents: "Since businessmen do not go to the library to solve their business problems, the library does not know what the problems might be and cannot be prepared."

CHAPTER 4

FARM AND LABOR

This chapter is concerned with the informational needs of farmers and labor leaders and their attitudes about, and use of, public library services. The responses of these two groups will be considered separately.

Farmers

It was felt that only a survey could provide insight into how farmers make use of public library services, what their information needs are, and what attitudes about the public library they might have. Since farmers obviously could not be studied through the city sample, the sample was taken from a list of Indiana farmers provided by the Indiana Farm Bureau.

Although 1,000 mail questionnaires were sent out, only about 12 percent were returned despite the fact that a follow-up letter was also sent to the entire sample. This is really not surprising, however, because farmers appear to lack significant interest in and use of the public library. Nevertheless, we feel that the results presented here are fairly representative, and if there is any bias due to nonresponse, it would probably be in favor of positive attitudes toward the library.

The survey of library use among Indiana farmers was concerned with three areas. First, it investigated the use of the libraries as a source of information on agribusiness; second, it concerned itself with the general use of libraries by farm families; and third, it studied farmers' attitudes

toward the financing of public libraries. Appendix C shows the results of the farm survey, which is summarized here.

Libraries and Agribusiness In the past, farm owners and operators have been extremely reluctant to accept any advice or information concerning farming techniques that was offered by outside organizations. During this century, however, agricultural extension agents have gradually gained acceptance for their valuable information by winning the respect and support of a few key farmers. Only since 1949 has the extension program enjoyed widespread acceptance. Today the program, together with the services and materials made available through the U.S. Department of Agriculture, are among the major sources of agricultural information used by farmers.

Generally, farmers do not use libraries as a source of farming information; 74 percent of the respondents to the survey indicated that they had never gone to the library for such information. Over 33.3 percent of the respondents indicated that they had no idea about the quality or availability of farm-related materials in the libraries.

The respondents were asked if they thought library use would increase if the selection of agricultural books were better. While there was a slight tendency to agree with the statement, 47 percent were undecided. The results also suggest that distance may be a problem (56 percent of the people live within fifteen minutes of the library), although not a significant one. The complicated filing systems used by libraries apparently do not greatly reduce library use by farm families (only 19 percent indicated that it was a factor). Fifty-three percent of the respondents indicated that they asked the librarians for help in finding materials or in answering questions. When asked if they thought that the libraries did

"a poor job of acquainting the agricultural community with the book selections, information, and services that are available in the library," 14 percent strongly agreed, 43 percent agreed, and 27 percent were undecided.

The respondents were also asked what they thought the libraries could do to improve their services to agribusiness. The most common answer was that the libraries should promote their services more aggressively in the farming community. The second most commonly mentioned point was that the libraries should provide more current and relevant material, and the third was that the library hours are incompatible with the working hours of the agricultural community.

Perhaps the most revealing part of the survey was the editorial comments the respondents were encouraged to make. A number of respondents suggested that they depended upon county agents as their primary source of information. The following are a few selected comments that were made:

1. Farmers avail themselves of little that the libraries offer. Originally this was due to ignorance and resistance to change. Now, farmers do not use books on agricultural matters because by the time a book is published the material is often obsolete. Farmers devour current periodicals and information about experiments and need to learn of the latest findings the moment they are available.

2. There seems to be hope that libraries will become a major information source for farmers. The channel of information is currently through the county extension office and will stay there.

3. For information other than technical (social, government function, and the like) the farmer will use the library the same as other people.

4. One farmer commented that he had been using the State Library for general reading for 20 years and that its service by mail was superb.

5. Another commented that he read and enjoyed Business Horizons; he found in it many practical applications and felt that it kept him abreast of business progress.

General Use of Libraries The respondents indicated that they and their families read very few books per month, but depend upon the library as a major source for those books. The typical farm husband, wife, and children read, on the average, slightly more than one book a month. The children get a very high percent of their books from the public library, while the husband gets one-third and the wife about one-half.

Financing Public Libraries The farming community as a whole (84 percent) agrees that the benefits of the public libraries accrue only to those who use them. Most of the farmers (51 percent) do not know what the major source of library funds is; they are also unaware of the approximate cost of operating these libraries. As a whole, farmers are slightly in favor of the state government taking a more active role in financing the local libraries.

Labor Leaders

Labor was not surveyed as a group because few workers would need library services in the fulfillment of their jobs. What use they might make of libraries in relation to their personal interests would be assessed through the consumer survey.

It was felt, however, that labor union organizations may make use of library services and that in any case they do have information needs. Therefore, the study was to include in-depth interviews with a selected number of labor leaders. The specific number of leaders to be interviewed

was to be determined once the interviewing process began. After four interviews with labor leaders, the researchers felt that they had an adequate understanding of the present use of the state library system by labor unions and their members.

The interviews were designed to assess, among other things, the value of libraries to the leaders as sources of information relevant to their jobs, and the role that libraries could play in fulfilling such information needs in the future. The results are discussed in terms of the basic questions asked.

What are the most important sources of professional information for labor unions and union members?

Union management, at the local and regional level, depends the most heavily upon the resource and staff research facilities of the national or international offices. The AFL-CIO also provides much information in a similar manner. A third important source of information consists of public agencies, such as the Social Security Agency, that furnish a great deal of information upon request. In addition, educational programs for union management are carried on by unions at the regional level, and many unions actively participate in the extension programs at Indiana University.

The typical union member does not depend heavily upon outside sources of information. Almost all of his technical education is provided by his apprenticeship or on-the-job training.

How important is the library as a source of information?

The libraries are used in varying degrees by union management, but they cannot be considered an important source of information. Much of the use

that does occur takes place in the larger cities of the state. The libraries are virtually unused as a source of professional information by union members, although they may be used for pleasure reading.

What are the informational needs of unions in the state?

Unions need information dealing with many areas. Some of the more important areas are government regulations (federal and state); general economic statistics such as those provided by the federal government; economics theory; retirement information; history of the labor movement; collective bargaining; human relations; and social affairs.

Does organized labor have any criticisms of the library system?

Perhaps the greatest criticism of the libraries is the fact that they do not provide information about what services and materials are available. If a person is unaware of whether or not a library has the information he needs, he is not likely to go to the trouble of searching for it. In fact, he may not even think in terms of the library.

Another criticism is that the libraries have not shown any notable interest in organized labor. Most libraries do not even have labor-related materials. One case was cited where some books that had been presented to a library by a labor union were later found on sale at Good Will Industries.

What can the libraries do to increase their service to organized labor?

First, the libraries can play a more active role in informing labor about the materials and services available. This information could be provided by a newsletter sent to union offices and could include descriptions of services offered, book reviews, and the like. It might be very beneficial to have library representatives speak at union meetings; in fact, almost any kind of contact, personal or otherwise, would be helpful.

There are many informational needs of unions that the libraries could satisfy. For example, the libraries could develop film libraries in cooperation with local universities and the unions themselves. Many unions would be most willing to help provide these materials. The libraries could also keep union newsletters. Finally, the libraries could provide information about the activities of the state legislature, such as copies of bills and the Journal of the Legislature.

CHAPTER 5

SUMMARY AND CONCLUSIONS

The most recent circulation surveys of the public libraries of our nation have shown that school children (up to about age 19) account for two-thirds to three-fourths of total public library users. In this study we have attempted to learn more about public libraries in their relationship to the adults of our state.

The study has been divided into two major segments. First, we investigated, by means of a personal interview public opinion survey, the characteristics and attitudes of a sample of library users in ten cities throughout the state. We then conducted a similar survey among the general public at large in the same ten cities. Comparisons between the results of the two surveys were then made.

The second major section of the study investigated the information needs, information acquiring habits, and the use of and attitudes toward the libraries by the major economic sectors of the state. A combination of mailed questionnaires and personal interviews were used to survey business and industry, agriculture, and organized labor.

THE PUBLIC OPINION SURVEY

The public opinion survey documented several intuitive observations long held by many active in public library affairs and, in some cases, turned up new insights that are worthy of further study. Since the preceding pages

themselves constitute a summary of the results of the survey, we will not go into detail recounting that information. We will instead briefly highlight some of the more interesting findings from the three major areas of exploration.

Characteristics and Usage

In many ways the two samples, known as the library user sample and the general public sample, were very similar. The age distribution of the adult respondents was almost identical, the families had about the same number of children, and the library users and general public did not differ significantly in their geographic proximity to library services. In addition, their location in a large or small city or in cities with varying amounts spent per capita for public libraries did not appear to exert much effect on usage of the public libraries. However, there were substantial reading and library usage differentials between the two samples.

A closer examination of the characteristics of library users vis-à-vis the general public showed that of all the characteristics examined in this study, level of education was the most significant factor affecting library usage. This was apparent in both the user and general public samples. Yet, even though we classified library usage by level of education, there were still sizable differences in both reading habits and library usage between the library user and general public groups. It would seem, then, that considerable research still needs to be accomplished if we are to gain insight into the reasons why adults of essentially similar educational and socio-economic characteristics differ substantially in their use of public libraries. Based on the findings of this survey, it appears that we can rule out demographic characteristics, proximity to libraries, city size, and local expenditures for libraries (at least in the range of our sample cities) as controlling factors.

The survey also showed that the primary adult user of the public library is the wife of the family. Over one-half of the husbands in the library user sample made no use whatsoever of the public library. Within the "library-using wives" category, those wives coming from more highly educated and higher job status families were more likely to be heavy users of the library.

Statistics on purpose of library usage indicated that entertainment is by far the most important reason for adult use of the library. While this was somewhat less true of the user husbands than of their wives, in both cases a majority (61 percent of the husbands and 85 percent of the wives) still listed entertainment as their major reason for library use.

General Attitudes Toward Libraries

The public library seems to continue to hold the affectionate support of both library users and nonusers, even in the face of very low adult usage. This attitude toward libraries shows up in the questions related to the status of the library, in the evaluation of library services by the interviewees, in some of the comments made by the survey respondents (included in Appendix B), and in the consumer panels. The general impression received from reviewing these findings is that even though most people do not use the library, they believe the institution is important to their town or city.

Some suggested that the library could do a better job by better publicizing the information and services it has available and by making more efforts to attract nonusers to the library. It was, however, rather interesting to note that a majority of the respondents, particularly in the higher-educated groups, felt that improving the book selection of the library would have little effect on library usage.

Library Finances

There was a surprising lack of knowledge on the part of respondents in both samples about who currently pays to support local libraries and how much they cost, in general terms. While the accuracy of the answers was related to years of schooling, even in the best-educated general public group, only 56 percent of the respondents knew that local property taxes are the primary source of funds for public libraries. Among the library users, less than half of any educational category knew the correct answer. By way of conjecture, it does not seem too improbable that the lack of government-cost visibility of the public library is somewhat related to the general good will extended to the library even by those who make no use of its services.

A second thrust of the questions concerning the financing of public libraries was to obtain some reaction from the respondents as to who <u>should</u> pay for the local library. The first question dealt with who receives the benefits from the operation of local public libraries. The answer received in the vast majority of cases (66 percent of the users and 62 percent of the general public) was that the library user was the major beneficiary (this was, however, inversely related to education of the respondent). On the other hand, the survey respondents were not able to associate "who benefits" with "who pays." Seventy-nine percent of the users and 58 percent of the general public believed that users of the public library should <u>not</u> pay a fee for library services (although a majority of the lowest educational group of the general public sample were in favor of user fees, and support for user charges was inversely related to education across all four educational categories). Whether this apparent inconsistency was a result of a failure to understand the basic public finance issues or

an intuitive observation that nonusers as well as users do, in fact, benefit from public libraries, is open to conjecture.

The third question in this group attempted to get at the matter of geographic "spillovers" of the local library. Respondents were asked if they believed the state should support local libraries. Slightly over half of both samples answered in the affirmative. However, it was interesting to note that the more highly educated respondents were less inclined to approve of state support.

Finally, an attempt was made to assess the demand effects of a 60¢ user charge. If the response can be believed, such a charge would have a sizable effect on usage of the public library by the persons in the user sample. Among those members of the general public who reported they use the public library, the user charge effects were less significant.

THE MAJOR ECONOMIC SECTORS

Business and Industry

The basic conclusion that can be reached from the business survey is that businessmen do not make very extensive use of the public library. Indeed, one could conclude that very few businessmen make any use of the public library, and those that do, use it relatively little. Most businessmen do not view the public library as a valuable source of business information. They prefer to rely on periodicals, trade associations, or professional consultants. In other words, businessmen feel that the information found in libraries can be found elsewhere in less time and with less effort.

Only about one-third of the businessmen in the survey used the public library at any time as a source of information, and a very small number used it to any significant extent. In such cases the library was generally used for specific or technical information, and over 80 percent of those who

did use it found the information either useful or adequate in solving their information needs. Less than half of those who used the library asked the librarian for assistance.

Of those who did not use the library (about 2/3 of those interviewed), most of them indicated that their information needs could be met more easily elsewhere. They found the library too time consuming. About one-third of the nonusers were unaware of the library's services or facilities. It is important to note that, even among the nonusers, a positive attitude toward the public library prevailed. In the eyes of many businessmen the public library is primarily for children, students, and women interested in recreational reading. Many businessmen admitted that although they could probably find useful information in the public library, they preferred other sources.

The survey indicated that the most important information needs of businessmen were in the areas of taxes and government regulation, economic conditions and outlook, and technical change in equipment and products. When these needs are combined with a factor representing the difficulty in finding good information, the survey indicated that three areas offered the greatest opportunity for development by public libraries: taxes and government regulation, technological change in equipment and products, and personnel and employee relations problems. Many businessmen believed that the public library could be a particularly helpful source of government information because of the multitude of documents and publications coming from governmental sources. Of those businessmen who did make use of the library, this service was the major reason for usage.

No matter how the data are analyzed, public libraries are ranked relatively low by businessmen as a source for information. Trade associations are the most important source, even though they provide large amounts of

irrelevant information. The second most important source of information for businessmen is the print media: magazines and newspapers. This source is most useful for information in the areas of taxes, government regulation, and banking and finance. Many businessmen feel they must read certain periodicals in order to be well informed. The third most important source of information is the professional consultant. Many businessmen feel they must have professional advice, and they find that consultants provide good information and solve business problems objectively.

An examination of the level of per capita library expenditure provided some interesting insights into business library usage. The survey indicated that library expenditure does tend to influence the businessman's use of the library: they use it more, they find the material more useful, and they tend to have a better understanding of the material and services the library can provide when the per capita expenditure is higher. In both the low and high per capita cities, the reason most often given for nonuse of the library was that the information offered could be more easily secured elsewhere. In the low per capita cities, the second most often reported reason for not using the library was lack of awareness of library services and facilities; this reason ranked fifth in importance in the high per capita cities. The difference in ranking of this reason would indicate that nonusers were not as aware of what the library had to offer in the low per capita cities.

The survey also revealed that even though the high per capita cities had more business usage and a generally better attitude about the library, expenditure alone cannot markedly improve the position of the public library as a source of information relative to other sources. No matter what the expenditure, the study indicates that the public library, as structured today,

will be ranked relatively low in comparison to other sources of business information.

Agriculture

The study of the use of public libraries by farmers was examined for two kinds of uses: (1) as a source of information on agribusiness, and (2) for general use by farm families. With regard to the use of libraries as a source of farming information, nearly 75 percent of the respondents indicated that they have never gone to the library for such information. Thus, the farmer makes use of the public library for his livelihood even less than the businessman does. Suprisingly, the distance to the nearest library was not a significant factor in the relatively low usage rate. Lack of the right kinds of materials and poor communication with the farm community were listed as the two most important reasons for the low usage by farmers. With regard to general use, farm families read few books per month but depend upon the library as a source for most of those books. The children get a high percentage of their books from the public library, while the husband gets about one-third and the wife about one-half.

Organized Labor

The public library is used in varying degrees by union management, but it cannot be considered an important source of information. Most unions first look internally for information. A deluge of information comes from the national and international union offices, and many of the national unions have large research staffs with relatively complete private libraries.

The library is virtually unused as a source of professional information by union members, even though they may use it for pleasure reading. Perhaps

the greatest criticism by the labor unions of the public library is that it does not provide information about what services and materials are available.

CONCLUSION

Without some clear statement about whom the public libraries are trying to reach, it is impossible to judge their success. Furthermore, the ultimate "market" objectives of the local library cannot be set by a study such as this nor by any one person or group.

This study, therefore, does not intend to be critical of the activities or accomplishments of our libraries. It was designed merely to determine who now uses or does not use the libraries, for what reasons, and how the potential adult "market" feels about library services and various questions concerning library policy.

The conclusion of the study is that the public library, at least as represented by the cities selected for our study, has little relevance to the information needs of the adult population of our state. With regard to individual adult use, the well-educated housewife is the major user, and she uses the library primarily as a source of entertainment. Few men, in pursuit of personal interests or as representatives of economic organizations, make much use of the library, nor is the library meeting the self-education or reference functions that are often quoted as one of its major reasons for existence.

If, as some librarians believe, the public library should move more directly into the mainstream and try to meet the divergent information needs of the people of our state, then it is clear that new approaches and operating techniques will have to be tried. The business community uses a term, "market segmentation," the philosophy of which the libraries might adopt.

In essence the term refers only to specific identification of particular "product" users, the determination of the special needs of each market "segment," and the design and merchandising of a product to meet those individualized needs. Barring this type of attempt on the part of our libraries to set goals for reaching specialized markets, and barring the establishment of specific programs designed to meet those goals, the public library seems destined to become more and more an extension of our public schools and a publicly subsidized recreational service for the well-educated housewives of our state. Perhaps the information needs of our economic organizations and our undereducated, less fortunate citizens can best be met by an organization other than our public libraries. But if that is true, the choice should be deliberate and not made by a lack of action because of tradition and inertia.

APPENDIX A

SUMMARY OF CONSUMER PANELS

I. User Panel

A. Information on Panel

1. Husband's Occupation

a. Terrazzo Work
b. Dentist
c. Attorney
d. Plant Service Manager--Indiana Bell
e. Indiana Bell
f. Assistant Principal
g. Toxicologist
h. Mechanical Engineer
i. Die Setter
j. Electrical Contractor

2. Number of Children and Ages

a. 4
b. 4 15-13-11-5
c. 2 9-7
d. 3 14, 12, 8
e. 2 12-11
f. 3 15, 9, 8
g. 4 1-college, 1-high school, 2-junior high
h. 2 4-2
i. 3 11-9-7
j. 3 17-16-8

B. Questions and Summary of Answers

1. What is the largest group of library users other than students?

Other than children, housewives are the major users of the library.

2. How important is the factor of accessibility in determining the use of the public libraries?

It is fairly important but not extremely so. Parking is the real problem for downtown libraries. Bookmobiles are more handy than the

downtown or branch libraries. They also have better service and are more likely to have the best sellers.

3. Does the atmosphere, particularly of the large downtown libraries, seem to be an important factor in determining library use, especially for people in the Inner City?

The downtown library is somewhat frightening. A woman feels more comfortable going to a shopping center-type of library than to the large downtown type. Also bookmobiles expose people to a greater selection of books in one place. At the large libraries, it is almost necessary to know exactly what you are looking for in the first place. Thus bookmobiles would be useful in the Inner City too.

4. How important is the librarian?

The librarians are very important and very helpful.

5. What can libraries do to improve their services in the future?

The library should have an educational campaign to get people interested in the library, and to teach them how to use it. Children are being taught these things in school and use the library a lot. Parents were not taught these things when they were in school. Mothers who are taking their children to the library may be learning these things, but others, particularly fathers, are not. One possible campaign would involve planning adult education programs. They could also form a library booster club to encourage library use. The club could have a newsletter to tell of new and interesting books.

Libraries could also publish a list of book summaries to tell in some detail about various books. They can also have more copies of books, particularly best sellers. They could loan records and paintings, and have films, lectures, story telling hours, and educational programs.

They could also loan out books on Sundays and improve the book renewal system. If they could stay open later, men might be more inclined to use them.

6. What are ways in which the libraries can take advantage of modern technology to better serve you?

Xeroxing of materials is an important service. The computerized checkout system is good.

7. How do you rank the following areas of library use as to importance: reference, self-education, business, and entertainment?

Entertainment is important, particularly for children. Reference is important, because there is no alternate source of such information. Self-education is also important. It is actually very difficult to separate one area from another.

8. Does society as a whole benefit from the libraries even though not everyone uses them?

Yes, improving individuals in a society means improving society as a whole. Also, the group of library users is increasing in number.

9. Should only library users pay for library services?

No!

10. If library users were charged for library use, what would be a reasonable charge?

Would be willing to have rental best sellers. But this would create problems for lower income people who should be encouraged to use the library. However, 25¢ a week might be fair.

It used to be the case that families not paying taxes for a local library had to buy a library card for $5.00. This was a lot for a family of six.

11. Should state funds be used to support local libraries, so that less-populated or lower income areas could have good libraries too?

No. Libraries should be geared to local users.

12. What do you think of the idea of having public school libraries become community libraries?

Good idea, and there would be no status problem in going to a child's school for a book.

13. How is the library doing in general?

Pretty good, but it needs publicity.

14. General

Everyone is becoming more selective in their television watching and thus is more inclined to read.

II. Nonuser Panel

A. Information on Panel

1. Husband's occupation

a. Paint Contractor
b. Accountant
c. Engineering Supervisor
d. Service Manager for Olds Dealership
e. Engineer Pro
f. Dean of Students-School for Blind
g. Optometrist
h. Wholesale Lumber Dealer
i. Life Insurance

2. Number of Children & Ages

a. 4 4-6-10-12
b. 4 12-11-6-4
c. 3
d. 2 15-16
e. 1 28-25
f. 4 13-12-7-4
g. 6 8-6-4
h. 2
i. 2

B. Questions and Summary of Answers

1. What is the largest group of library users other than students?

People who live alone and those people who like to read a lot.

2. How important is the factor of accessibility in determining the use of the public libraries?

Accessibility is very important, particularly in the case of small children.

3. Does the atmosphere, particularly of the large downtown libraries, seem to be an important factor in determining library use, especially for people of the Inner City?

Yes, it does, particularly for those people who are unfamiliar with libraries in the first place. Having to be so quiet also tends to scare people away, particularly children.

4. How important is the librarian?

They can be very helpful, particularly in explaining how to use the library, but very often they are not very helpful and they make you feel like you are imposing when you ask a question.

5. What could the libraries do to improve their services in the future?

Libraries should act as cultural centers, and only about 50 percent of their services should deal with books. They could have such things as art lessons. Libraries should take a more active role in informing people of library services and encouraging their use. They could place advertisements in the book sections of local papers. They could have people review books at the libraries, at clubs, schools, and the like. They could have great book discussion groups. Libraries should have television viewing rooms. Libraries may be a thing of the past.

6. How do you rank the following areas of library use as to importance: reference, self-education, business, and entertainment?

Reference and entertainment are very important, but it is difficult to separate one group from another.

7. Does society as a whole benefit from the libraries even though not everyone uses them?

Yes.

8. Should only library users pay for library services?

(No definite answer.)

9. If library users were charged for library use, what would be a reasonable charge?

If the library did charge, people might just prefer to buy pocket books. This plan would be more reasonable for best sellers that are in great demand but are not out in pocket books.

10. Should state funds be used to support local libraries so that less-populated or lower income areas could have good libraries too?

The public schools do a pretty good job in these areas. Besides, there is a danger of growing state control and perhaps even federal. This would also mean more taxes.

11. What do you think of the idea of having public school libraries become community libraries?

There would be no problem and besides this would help save state funds.

12. What are ways in which the libraries can take advantage of modern technology to better serve you.

They could have drive-in book return systems similar to drive-in banks.

13. What would make you use the library more?

The most important problem now is one of transportation to the library and of finding a place to park once you are there. Also very important is the fact that the libraries are very cold in atmosphere and do not make their services known.

14. General

The women stressed the importance of school libraries, pocket books, and magazines as alternatives to using the public libraries. They suggested that bookmobiles did not carry enough books. They also suggested that one must be taught to use the library and that this is now the case with children in school.

APPENDIX B

SUGGESTIONS OF PARTICIPANTS IN PUBLIC OPINION SURVEY

The following are the suggestions made in answer to question #32 of the Public Opinion Survey. This question was: "What do you think could be done to improve the library system in your city?" The answers were recorded during the telephone interview and are summarized below. Where numbers appear, they indicate the number of times a suggestion was recorded.

Suggestions on Books and Materials

In this category there were several suggestions that occurred frequently. In all of the categories the responses were concentrated on areas that need improvement rather than on how to implement the change. This will quickly be seen when reviewing the following replys.

"Get a better selection of books at the branches and bookmobiles." (23)

"More emphasis on books for young children." (10)

"More current fiction and novels." (41)

"A wider selection of books." (31)

"More reference books." (9)

The suggestions in this area are very general and the only suggestions for implementation concern having more current literature available.

"Buy more copies of current best sellers so that a long waiting list is not necessary."

"Charge rent on best sellers so that more of them can be added to stock."

Library Services

"Longer Hours." (13)

"Better trained, more congenial librarians." (20)

"Have a posted diagram of where different types of books may be found." (6)

Answers in this area seemed either directly related to improving the librarians or to changing the hours of operation.

Public Relations

"Put out something to let people know what the library has to offer." This statement in one form or another appeared 80 times. Suggestions offered were to advertise on the radio, on T.V., in newspapers, on busses, through churches and civic groups, and through schools. A number of people also felt that better education of how to use the library should be taught in schools. Another interesting suggestion was to let clubs and civic organizations know what the library needs so that they may help it. Also mentioned were library open houses, library newsletters, and supermarket displays. A suggestion that may have some merit was to have branches in shopping centers for convenience.

Facilities

By far the most often mentioned shortcomings in this area are parking facilities. This one area accounted for 75 percent of the suggestions under facilities. The other single most important item was more branch libraries, a suggestion that was most prevalent in the larger cities. Suggestions for more bookmobiles were also made. These were from people in the smaller cities who are probably far from the city library. Other suggestions were for newer buildings, more pleasant surroundings, and for internal features such as carpeting.

Financial Matters

This topic was not frequently mentioned. The most frequent suggestions were to give the library more money to work with. State tax money was most often mentioned, although most gave no indication of where the funds should come from.

APPENDIX C

RESULTS OF FARM SURVEY QUESTIONNAIRE

FARM SURVEY

Please answer the following questions to the best of your ability.

1. Have you or some member of your family gone to a public library to find material that would assist you in the operation of your farm?

   23% (1) Yes

   77% (2) No

2. Public library information about farming is

   14% (1) Very useful — **35% indicated "Don't know" or left blank**

   6 (2) Too general

   16 (3) Too limited

   15 (4) Adequate

   14 (5) Inedequate

3. How close is your nearest public library?

   1% (1) Within walking distance

   47 (2) Less than a 15-minute drive

   38 (3) Between a 15- and 30-minute drive

   3 (4) Over a 30-minute drive

   1 (5) Don't know

4. Is your neighborhood served by a bookmobile?

   28% (1) Yes

   63 (2) No

   9 (3) Don't know

5. How many books (not necessarily library books) per month are usually read by each member of your family?

   1.17 (1) Husband

   1.34 (2) Wife

   1.25 (3) Children (not including school)

6. How many books per month do various members of your family usually use from the public library?

.42 (1) Husband

.68 (2) Wife

1.22 (3) Children

7. If the selection of agricultural books at the library were better, more farm people would use the public library.

4% (1) Strongly agree **3% left blank**

28 (2) Agree

49 (3) Undecided

14 (4) Disagree

2 (5) Strongly disagree

8. More people do not use the public library because the card catalogue system is too complicated and it is difficult to locate books.

5% (1) Strongly agree **5% left blank**

14 (2) Agree

34 (3) Undecided

34 (4) Disagree

8 (5) Strongly disagree

9. Libraries have generally done a poor job of acquainting the agricultural community with the book selections, information, and services that are available in the library.

14% (1) Strongly agree **2% left blank**

42 (2) Agree

27 (3) Undecided

14 (4) Disagree

1 (5) Strongly disagree

10. Do you ever ask librarians for assistance in answering questions or location information?

56% (1) Yes **8% left blank**

36 (2) No

11. Most benefits from public libraries accrue only to those who use the libraries.

33% (1) Strongly agree — 3% left blank

52 (2) Agree

6 (3) Undecided

6 (4) Disagree

0 (5) Strongly disagree

12. Would you say that the total costs of operating your local library is about equal to the costs of:

1% (1) The police department — 1% left blank

0 (2) The fire department

1 (3) An elementary school

0 (4) More than any of the above

31 (5) Less than any of the above

66 (6) Don't know

13. The major source of funds for operating local libraries come from:

5% (1) State taxes

0 (2) Charges to book users

43 (3) Local property taxes

1 (4) Federal taxes

51 (5) Don't know

14. The state should help local governments pay for public libraries.

7% (1) Strongly agree — 3% left blank

35 (2) Agree

34 (3) Undecided

16 (4) Disagree

5 (5) Strongly disagree

15. What do you think could be done to improve services performed by the library system for agri-business?

PART II

A few questions about the people answering the questionnaire

1. Number of adults in household ____? Their ages ____ ____ ___

2. Number of children ____? Their ages ____ ____ ____

3. Years of schooling completed

   (1) Husband ____
   (2) Wife ____

4. Number of tillable acres farmed ____?

5. Number of animals kept

   cattle ____ pigs ____

   horses ____ chickens ____

   sheep ____

The Indiana Library Studies

The Indiana Library Studies represent the first statewide exploration of Indiana libraries of all types and of the library and information needs of Indiana's citizens. A federally funded research project of the Indiana State Library, the Studies are directed by Dr. Peter Hiatt, Consultant to the Indiana State Library and Associate Professor of Indiana University's Graduate Library School. Guidance for the project and advice on the reports have been provided by the Indiana Library Studies Advisory Committee:

Harriet E. Bard and Ralph Van Handel
Indiana Library Association

Anthony Cefali and Ray Fetterly
Indiana Library Trustees Association

Georgia Cole and Estella Reed
Indiana School Librarians Association

John H. Moriarty and Donald E. Thompson
College and University Roundtable of the Indiana Library Association

William H. Richardson and Ralph Simon
Indiana Chapter of the Special Libraries Association

Marcelle Foote, Director
Indiana State Library

This report has been submitted to the following:

Indiana Library and Historical Board
Indiana Library Association
Indiana Library Trustees Association
Indiana School Librarians Association
College and University Roundtable of the Indiana Library Association
Special Libraries Association, Indiana Chapter

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